

American Builder

A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75c

CONVENTION ISSUE

1959 PRODUCT SHOW

JANUARY 1959

Add Splendor to Your 1959 Home

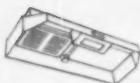


A Kitchen by Benson of San Francisco - Westinghouse Oven and Range - NuTone Hood-Fans over Oven and Range - Clock Chime in Soffit - Intercom in wall - Food Center in c

"Sales-Minded" Builders Choose NuTone

Hood-Fans . . . Exhaust Fans . . . Food Centers

Range Hood-Fan gets rid of cooking odors. ▼



NuTone's Range Hood-Fan
.. acts like a huge vacuum
to keep kitchen air fresh.



NuTone's Exhaust Fans
get rid of cooking odors
grease, steam, excess heat.



NuTone's Food Center . . .
saves space. One built-in
motor for SIX appliances.



NuTone's Oven Hood-Fan
traps the scorching heat
when oven door is opened.

GUARANTEED NUTONE BUILT-INS for modern built-in convenience in the kitchen!

For Comfort and Safety in Every Bathroom!

...with NuTone Electrical Built-Ins



A NuTone Intercom-Radio master control is on kitchen wall and remote station above the sofa in living room ... NuTone Door Chime on wall inside doorway.

"Sales-Minded" Builders Choose NuTone Door Chimes . . . Intercom - Radio - Music



NuTone's Intercom-Radio is a blessing for a busy mother..saves her walking to far-away rooms. Fills the home with music and favorite radio programs.



NuTone Door Chimes make any home more inviting.. with a friendly "hello" for friends and family. A musical welcome that's so soothing and cheerful.

GUARANTEED NUTONE BUILT-INS ...for a "Cheerful Earful" all through the house!



SEE NEXT PAGE →

For Comfort and Safety in Every Bathroom!

NuTone Built-Ins



Bathroom by American Clean Tile . . . NuTone Exhaust Fan in wall . . . NuTone Ceiling Heat-A-VentLite — 3 bathroom conveniences in one* . . . NuTone Built-In Scale folds out of way

"Sales-Minded" Builders Choose NuTone

Ceiling Heaters . . . Exhaust Fans . . . Built-In Scales

* Heat-A-VentLite is Heater, Fan and Light



NuTone's Ceiling Heaters provide instant heat on chilly mornings. They're safe — no danger of burns.



NuTone Bathroom Exhaust Fans get rid of damp moisture condensation . . . avoid lingering bathroom odors.

Luxurious NuTone Built-In Scales are so convenient for daily use . . . to help control overweight problems.



Send for FREE . . .

1959 DELUXE CATALOGS IN BINDER!
Write to NUTONE, INC., Dept. AB-1,
Cincinnati 27, Ohio

Add Splendor to Your 1959 Homes with NuTone Built-Ins



Don Kilps discusses the planned telephone facilities of his 1958 "Parade" home with Al Braun, of Wisconsin Telephone Company. At right, he points out one of the 16 telephone outlets going into his own new home, now under construction.

"90 per cent of our prospects want a telephone-planned home"

—SAYS DON KILPS, CUSTOM BUILDER OF MILWAUKEE, WISCONSIN

"We build for discriminating buyers who want custom advantages in their homes," says Mr. Kilps. "So we provide plenty of telephone outlets—for portable as well as permanent phones—and with wiring fully concealed."

"Telephone planning is a first-rate sales feature. Prospects can see the virtues of hidden wiring and planning for growing telephone needs. In fact, 90 per cent of them comment on it. And, working with the telephone company, we find it costs us so little to offer it."

Mr. Kilps is General Chairman of Milwaukee's 1959 "Parade of Homes," which will feature

exhibit homes by more than 60 registered builders in the area. His contribution to the 1958 "Parade" is shown above.

Wm. Kilps Sons build about 50 units a year in the \$12,000 to \$50,000 price range—and telephone planning is a feature of every one.

* * *

Your local Telephone Business Office will be glad to help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



BUILDERS: Attending the NAHB Convention in Chicago? Be sure to visit the Bell Telephone System exhibit, Conrad Hilton Hotel—booths 15 and 16.

the profit line for '59

BESTWALL GYPSUM BUILDING PRODUCTS

First with Glass Fiber
Reinforcement



WALLBOARD



PLASTERS



SHEATHING

See the Bestwall Gypsum "Profit Line for '59" at the NAHB convention — Chicago — Hotel Sherman—Booth 469—January 18-22

Bestwall Gypsum Wallboard is reinforced with glass fibers for greater strength. You'll find less cracking, easier scoring and snapping, less shipping damage, less breakage on the job. Available plain or pre-decorated. Line includes Insulating Board plus Firestop Bestwall for fire-rated construction.

Bestwall Gypsum Plasters are "plastisized" for smoother working, longer storage life, less droppings, no balling, faster clean up. Available neat and mill-mixed, fibered and unfibered, also designed for machine application. Fibered basecoat plasters contain glass fibers for greater strength, easier working

Bestwall Gypsum Sheathing is reinforced with glass fibers to give greater structural strength and fire resistance. Core and papers are water repellent; tongue and groove V-edges. Light weight means easier handling, faster installation.



Bestwall Gypsum Company • Ardmore, Pennsylvania • Plants and offices throughout the United States

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

Page 100: your key to what's new

Here's the Opportunity of the Year: our 1959 "Exhibition in Print." Whether or not you plan to attend the NAHB convention, you can take stock of the new 1959 products here and now. There are close to 400 of them in this issue—all keyed to our reply card. A pencil and a good writing arm is all you need to be way ahead in the product game. (See page 100.)

Most builders, like you, have been using AMERICAN BUILDER's January Product Show issue each year to get advance product information. Our '57 and '58 show issues, for example, pulled a total of 218,770 inquiries about new products. And don't forget, this same opportunity continues all year in our regular new-products and catalog departments. In the past two years we've processed more than 813,000 requests for product information from our smart readers. Hope you're one of them.

Little things mean a lot

Searching for something a little "different" to make extra sales? Here are two ideas you might consider. In a Cleveland development, the latest "built-in" is a baby sitter. Builder Wayne Wilson offers buyers of his Dalebrook Estates homes services of a baby sitter or maid for one year. The buyer can choose either one for one day a week and the builder pays the bill.

A Mount Prospect, Ill., builder includes a recessed screen and motion picture projector in the recreation rooms of his houses. Builder Al Miller feels that with picture taking increasing in popularity, a cinema area creates additional interest in home living.

Wet weather weakness

During National Home Week one of our editors visited a city which had had some rainy weather. He was appalled to find several of the model homes had water in the basements—as a result of the rainfall. This wasn't a very good "ad" for the

builder and would discourage buyers from choosing these homes. It's a good idea to check your models after the rain. That's the time any defects will show up.

Remember, today's "second-time" buyer is canny. He's been through all the trials of wet basements, leaky roofs, sewer drains that don't work properly. And, he'll be quick to spot a home that's not "rain-proof." In fact, he may deliberately choose a day after it rains to take a second look at a home he intends to buy.

No job—no payment plan

Even though the recession is practically over, worry over job loss still deters prospective buyers. Officials of Cameo Home Builders, Inc., Detroit, developed a program to fight this problem. A guaranteed monthly payment plan is offered to all buyers of the company's homes for the first year of ownership. The plan goes into effect if the buyer becomes unemployed for four consecutive weeks.

It continues as long as the buyer is unemployed for additional periods of four consecutive weeks during the one-year period. No repayment is necessary. This makes the payments a bonus rather than a form of loan or insurance. Richard F. York, vice-president of the company, reports the plan has led to increased sales.

Seasons greetings

Christmas, 1959, is a long way off. But here's a good-will gesture you might use next December. Joe Gordon, Bellaire Estates, Inc., makes up a Christmas basket for each person who buys a home in the company's South Bend development during the year. Christmas morning, the baskets are delivered personally—without advertising. Cost: about \$5 per basket. Results: he says eight to ten sales are made between Christmas and New Year because of this. You could use this idea at other times during the year: you might distribute plants at Easter or on Mother's Day.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in ad-

vance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

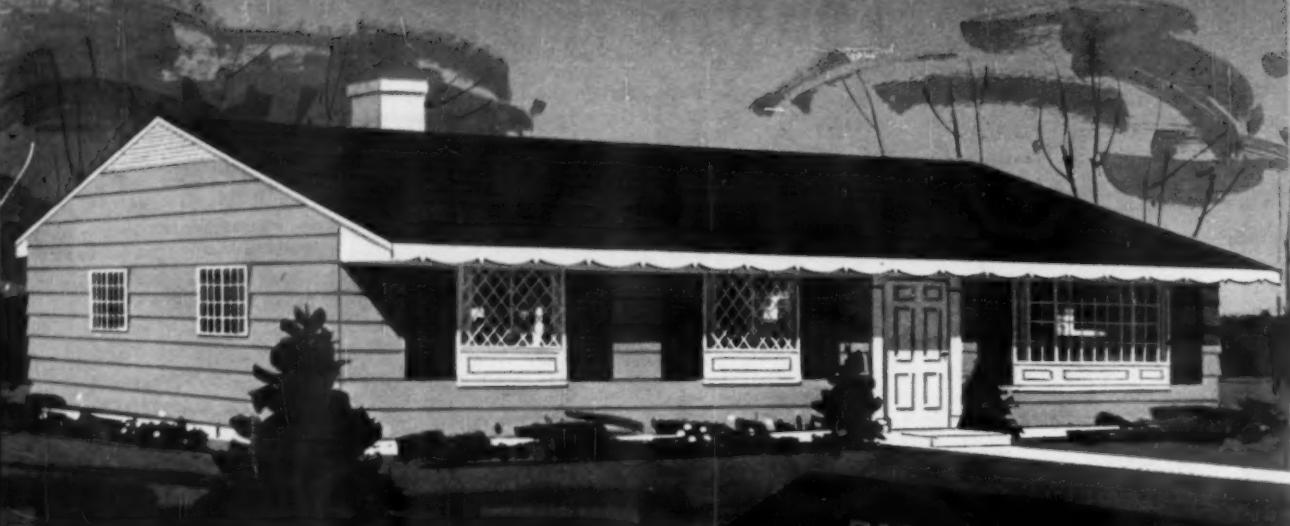
Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y.
Postmaster: send Form 3579 to Emmett St., Bristol Conn.

Published monthly by Simmons-Boardman Pub-

lishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents: April issue, \$2.00. Second class postage paid at the Post Office of Bristol, Conn. Copyright 1959 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

NEW THUNDERBIRD

by Inland Homes



Startling New Value

Widen your market with the quality-packed Thunderbird Series, designed to sell for **\$8150 plus lot.**

Find out TODAY. Visit, phone, or write P. R. Thompson, Vice President, Sales—Phone PRospect 3-7550, Piqua, Ohio.

PACKAGE PRICE

\$2431

Less quantity discounts

- 12 Colonial, Contemporary, French Provincial, and Ranch designs. All architect-designed.
- Over 1,000 sq. ft. with big living room, kitchen, dining space, and 3 bedrooms.
- 2" x 4" construction throughout.
- Cedar shales are factory applied and double-coursed. Horizontal siding also available, or sheathing only for brick.

- Double wall construction with impregnated insulated sheathing.
- Prehung flush doors throughout.
- Birch wood kitchen cabinets.
- Also includes exterior wall sections, gables, roof trusses, roof sheathing, roofing, hardware, interior partitions, interior trim, insulation—and much more.
- Complies with FHA'S new MPS

FRENCH PROVINCIAL DESIGN B-G



**INLAND[®]
HOMES**

INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Hanover, Pa.

See us at the NAHB Show—space 931—Coliseum



"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"

PLANNING → BUYING → BUILDING → SELLING

Reader's Guide

January 1959

The Opportunity Page	
Reader's Guide	5
Reader's Guide to Advertising	7
Impact	9
The Building Outlook	11
Pulse of Building	13
Tomorrow's House	15
Building With Brains: From NAHB's research houses—12 time-saving ideas	17
	23

News

1959—The year of the big IF	13
Here's what they'll talk about at the Convention	28
1959 Product Show: new products you'll see at the NAHB Convention	100

The Big Story:

NAHB Research Houses: your key to more profitable building TODAY and TOMORROW	79
---	----

Features

Prefab preview for 1959.	
Here's one new design that covers four big price ranges	45
Stretch styling to fit these plans	46
Scholz provides a fine house, backs it with a powerful promotion	56
Research Houses: your key to more profitable building TODAY and TOMORROW	79
In Knoxville, NAHB builds a house of ideas that can help you build better TODAY	
In South Bend, research looks ahead to see how you'll build your houses TOMORROW	
In Knoxville, hardboard-faced panels form inside and outside partitions	
In South Bend, stressed skin over a plastic core makes up the walls	
In South Bend, box beams and stressed-skin roof-framing system	
In South Bend, box beams and stressed-skin panels form the roof.	

For both houses, a roof skin of durable aluminum	85
In Knoxville, an almost ductless heating and cooling system	86
In South Bend, a simple perimeter system with no radial duct work	86
In Knoxville, a sewage plant in miniature	87
In South Bend, a single-vent plumbing system	87
This prefab wiring tree speeds installation	88
"One-stop" electric service is the aim here	88
It hits the bull's-eye with both builders and buyers (Blueprint House)	90

1959 Product Show

Guide to new products which will be shown at the NAHB Convention	100
New products at the Hilton	102
New products at the Sherman	148
New products at the Coliseum	184
New products bonus	220
Product reply card	130

Houses and Plans

Tomorrow's House: Steel and aluminum—materials you'll be using soon	17
One design for four big price ranges	45
In Knoxville, NAHB builds a house of ideas that can help you build better TODAY	80
In South Bend, research looks ahead to see how you'll build your houses TOMORROW	80
Blueprint House for January: It hits the bull's-eye with both builders and buyers	90

The Cover Story:

1959 Product Show: guide to the new products you'll see at the NAHB Convention	100
--	-----

Land Planning

Here's a \$456 landscaping job that looks like a million dollars	246
--	-----

Departments

Land Planning	246
The Month Ahead	254

Reader's guide to ADVERTISING on page 9

Editorial Director

Joseph B. Mason

Associate Editors
Construction
Merchandising
Technical Editor
Features
News
Assistant News
and Western Section

Maxwell Huntton
Alvin Hartel
Joseph Ferche
Louis A. Volpe
June Vollman
Carol Snyder

Editor

Walter Reese Browder

New Products and
April Buyers Guide
Directory
Assistants-New Products
Assistant—Buyers Guide
Western Editor
Midwestern Editor
Assistant
Washington Editor

Sally Anne Gassett
Georgia Cookson
Marjorie W. Hutton
Lawrence Laub
William C. Rodd
Walter Venegah
Ethyl Byrne
Walter J. Taft

Managing Editor

William F. Keeling

Art Director Russell F. Rypson
Assistant Art Director Robert Gorlin
Production Editor Kay Rice
Director of Production M. J. Figa, Jr.
Director of Research J. W. Milliken
Publisher Arthur J. McGinnis

Editorial Office including April Buyers Guide—Directory issue: 30 Church St., New York 7, N. Y. Midwest office: 79 West Monroe, Chicago, Ill.

AMERICAN BUILDER is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J.

McGinnis, President and Treasurer; Duane Solisbury, Vice President and Director of Sales; Fred A. Clark, Vice President and Secretary; Bayne A. Sparks, Vice President; George Dusenberry, Vice President and Editorial and Promotional

Director; Robert C. Van Ness, Vice President and Director of Circulation. The editors are not responsible for unsolicited manuscripts. All manuscripts to be returned must be accompanied by a stamped, self-addressed envelope.

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

BUILT-IN SALES CLINCHER

Admiral built-ins sell homes!

Cost less...install easier!

NEW CUSTOM-BEAUTY! NEW EFFICIENCY!

To the housewife, the kitchen is the heart of the home. That's why homes with Admiral Kitchens are easier to sell. Admiral built-ins are loaded with exclusive features that have instant appeal to women. What's more, these advantages are pre-sold nationwide by Admiral's continuing powerful national advertising.

By any measure, Admiral built-ins give your house a built-in sales clincher that can open and close the sale. They're easier to install...actually cost you less! It will pay you well to investigate Admiral built-ins now!



Giant non-fogging picture window lets you look into oven from across kitchen



Rotary Roaster in oven bastes as it roasts as it turns automatically!



Automatic Temperature Control Units make utensils like automatic skillets



MARK OF QUALITY THROUGHOUT THE WORLD

Admiral



Sold in 90 countries. Manufactured in the U.S.A., Australia, Argentina, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada.

MAIL THIS COUPON TODAY

Admiral Corporation, Built-in Appliance Division, Dept. AB-19
3800 Cortland St., Chicago 47, Illinois

Please send more details and the name of my nearest Admiral distributor.

Name _____

Address _____

City _____ Zone _____ State _____

Advertising

"The better you buy—the better you build—the better you sell!" ©

A	Admiral Corporation	8	Hotpoint Co.	64-67	Remington Arms Co., Inc.	240
Allis-Chalmers, Utility Tractors and Equipment	243	H-P Products, Inc.	198	Rilco Laminated Products, Inc.	227	
American Gas Association	136, 137	Ideal System Company, The	180	Roberts Mfg. Co.	142	
American Homes	223	Infra Insulation, Inc.	12	Rockform Corporation	244	
American-Olean Tile Company, Inc.	167	Inland Homes Corporation	6	Rockwell Manufacturing Company, Delta Power Tool Division	38	
American-Saint Gobain Corporation	121	Inland Steel Products Company	77	Rodale Manufacturing Company, Inc.	188	
American Telephone & Telegraph Co.	3	Insulite Division, Minnesota and Ontario Paper Company	60, 61	Roddie Plywood Corporation	73	
Amerock Corporation	193	International Harvester Company, International Trucks	122, 123	Rollscreen Company	21, 168	
Andersen Corporation	70, 71	International Harvester Company	245	Rotolite Sales Co.	248	
Arka Air Conditioning Corp.	204	J	Rowe Manufacturing Company	175		
Azrock Floor Products Division, Uvalde Rock Asphalt Co.	22	John Deere Industrial Division	235-238	R. O. W. Sales Company	107	
B	Bar-Brook Mfg. Co., Inc.	204	Johns-Manville	27, 51	Russell Company, F. C., The	112, 113
Barrett Division, Allied Chemical Corporation	31	K	Saint Paul Corrugating Co.	250		
Bendix Moulding	248	Kees Mfg. Co., F. D.	232	Samuel Stamping & Enameling Co.	141	
Berger & Sons, Inc., C. L.	230	Kentile, Inc.	Cover 3	*Sani-Top, Inc.	38H	
Bestwall Gypsum Company	4	Keuffel & Esser Company	251	Saturday Evening Post, The	131-134	
Better Homes & Gardens	139	Keweenaw Manufacturing Company	174	Sargent & Company	53	
Black & Decker Mfg. Co., The	251	Keystone Steel & Wire Company	62, 63	Schlage Lock Company	169	
Broan Manufacturing Co., Inc.	158	King Refrigerator	234A	Scholz Homes, Inc.	48	
Broyhill Premier	52	Kitchen Aid Home Dishwasher Div., The Hobart Manufacturing Co.	163	Shakertown Corporation	181	
C	Carrier Corp.	160, 161	Knapke & Vogt Mfg. Co.	68, 69	Sherman Products, Inc.	242, 249
Carrollton Manufacturing Company	219	Kohler Co.	201	Showfold Door Corporation	212	
Case Manufacturing Corporation	229	Koppers Company, Inc.	138	Solvay Process Division, Allied Chemical Corporation	228	
Casings, Inc.	225	Wolman Preservative Dept.		Symons Clamp & Mfg. Co.	180	
Ceco Steel Products Corporation	178, 179	L	T			
*Cemex of Arizona, Inc.	38-G	Leviton Manufacturing Company	222	Taber Bushnell Co.	232	
Cenatron Industries	234A	Libbey Owens Ford Glass Company, Thermone	57	Thomas Industries Inc., Moe Light Division	195	
Certain-teed Products Corporation	117	Lumber Wood Hardware Manufacturing Company	191	Thyler Manufacturing Corporation, The	33, 34, 35	
Charles Machine Wks., Inc.	251	Long-Bell Division, International Paper Company	218	Trade-Wind Motorfans, Inc.	177	
Chevrolet Division of General Motors	208	M	U			
Classified Advertisements	242	McCall's	14	United States Plywood Corporation	76	
Comet Manufacturing Company	154	McQuay, Inc.	135	Uvalde Rock Asphalt Co., Azrock Floor Products Division	22	
Committee on Steel Pipe Research	156	Macklanburg-Duncan Co.	58, 59	V		
Construction Costs Institute	248	Majestic Co., Inc., The	204	Walker & Son, Inc., T. V.	187	
Copper & Brass Research Association	197	*Major Line Products	38A	Ware Laboratories, Inc.	30	
Crawford Door Company	32, 49	Malta Manufacturing Company, The	183	Wasco Products, Inc.	250	
Curtis Companies Service Bureau	164, 165	Marlite Division of Masonite Corporation	78	Weil Pump Co.	120	
Curtiss-Wright Corporation	20	Masonite Corporation	50, 150, 151	Western Lock Mfg. Co.	16	
D	Delta Power Tool Division, Rockwell Manufacturing Company	38	Massey-Ferguson Industrial Division, Massey-Harris-Ferguson Inc.	241	Westinghouse Electric Corporation	146, 147
Dexter Lock Division, Dexter Industries, Inc.	105	Mastic Tile Corporation of America	19	Western Pine Association	36	
Dodge Brothers, F. W. Dodge Corporation	182	Maze Company, W. H.	38	Whirlpool Corporation	74, 75	
Dodge Trucks	207	Millers Falls Company	162	White Instrument Company, David	225	
Donley Brothers Company, The	209	Miller Sliding Glass Door Co., Inc.	172	Wiegand Company, Edwin L.	211	
Dow Chemical Company, The	144, 145	Milwaukee Electric Tool Corporation	111	Williamson Company, The	231	
Dur-O-wal Division, Cedar Rapids Block Company	143	Moe Light Division, Thomas Industries Inc.	195	Winter Seal Corporation	126, 127	
E	Edwards Engineering Corp.	205	Muller Machinery Company, Inc.	229	Wolman Preservative Dept., Koppers Company, Inc.	138
*Electro Products Mfg. Co.	38H	N	Y			
F	Farley & Loetscher Manufacturing Company	37	National Manufacturing Company	Cover 4	Yeomans Brothers Co.	192
Fasco Industries, Inc.	10	National Oak Flooring Manufacturers' Association	108, 109	Youngstown Kitchens Division of American-Standard	124	
Fleet of America, Inc.	202, 210, 242	Nova Sales Co., Subsidiary of Homasote Company	208	Z		
Follansbee Steel Corporation	125	NoTone, Inc.	Cover 2, 1, 2	© 1958 American Builder		
Ford Division, Ford Motor Co.	118, 119	O				
Formica Corporation	55, 170, 171	Orangeburg Manufacturing Co., Inc.	18	Advertising Sales Representatives:		
G	General Air Conditioning Corp.	229	Owens Illinois Glass Block, Kimble Glass Company, subsidiary of	157	NEW YORK 7, N.Y.—30 Church St., Worth 4-3060	Jack Wyatt
General Bronze Corporation	253	*Pacific Tile and Porcelain Company	28-I	St., Worth 4-3060	Sal Scarsella	
General Electric Company, Room Air Conditioning Department	39-44, 54, 168, 169	*Palos Verdes Stone Department, Great Lakes Carbon Corp.	38J	CHICAGO 3, Ill.—79 West Monroe St., Randolph 6-0794	George Hutchings	
General Electric Company, Room Air Conditioners	72	Pioneer Plastics Corp.	217	CLEVELAND 15, Ohio—1501 Euclid Ave., Main 1-4455	D. J. Casey	
Georgia-Pacific Corporation	215	Ponderosa Pine Woodwork	213	TOLEDO 6, Ohio—3545 Lincolnshire Woods Rd., Greenwood 9-2801	Arthur W. Stockdale	
Gerling Products Inc.	173	Precision Parts Corporation	155	DALLAS 19, Tex.—3908 Lemmon Ave., Lakeside 1-2322	Joe Sanders	
Goldblatt Tool Company	250	Preway Inc.	115	LOS ANGELES 17, Calif.—1151 West 6th St., Huntley 2-4000	Fred Kianer Jr.	
Grant Pulley and Hardware Corporation	216	Q	PORTLAND 5, Ore.—1220 S.W. Morrison, Capitol 7-4993	L. B. Conaway		
Gray & Dudley	248	Quartz Mosaic, Inc.	214	SAN FRANCISCO 4, Calif.—244 California St., Garfield 1-7004	Lewis Vogler	
Griffin Manufacturing Co.	248	R	ATLANTA 9, Ga.—22 Eighth St., N.E., Trinity 2-6720	J. Sidney Crane		
H	Haves Corporation, The	38-B	Raynor Manufacturing Co.	224	NEW YORK OFFICE:	
Hobart Manufacturing Co., The, Kitchen Aid Home Dishwasher Div.	163	Reimann & Georger, Inc.	210	Advertising Sales Manager	Fred A. Clark	
Homasote Company	196		Field Sales Manager	Bayne A. Sparks		
*Appears in Western editions only.			Sales Promotion Director	Richard S. Barton		

This index is an editorial feature maintained for the convenience of readers. It is not a part of the advertiser's contract and American Builder assumes no responsibility for its correctness.

**NEW! a smartly designed
...easy to install**

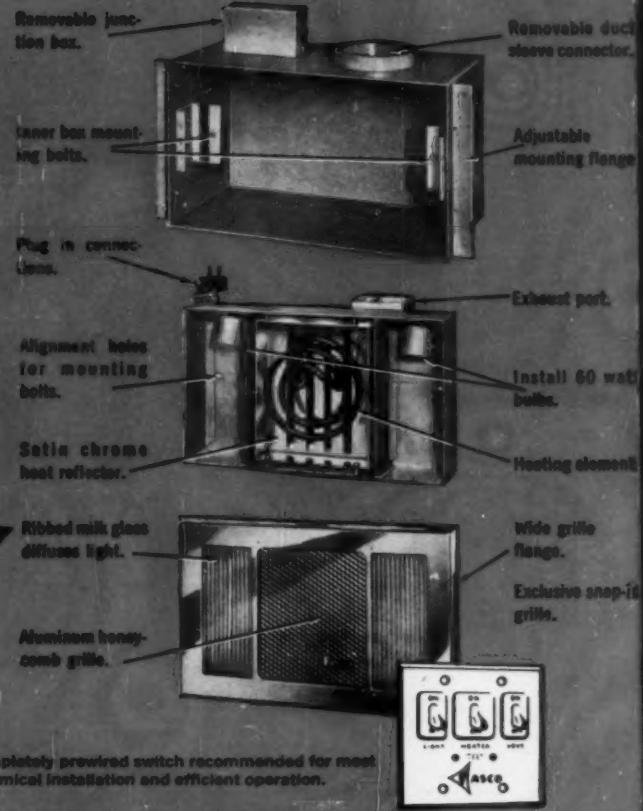
VENTILATOR Heater LIGHT



MODEL 657C

See the complete line at the
Builders Show • Space 440-441
Hotel Sherman

No. 622 Completely prewired switch recommended for most
economical installation and efficient operation.



Slim Trim

...the latest in the **LOOK** from **FASCO**—Here is the combination unit that has exclusive features found on no other ventilator-light-heater, and everything is wrapped up in one smart package. 120 watts of recessed, soft, abundant illumination . . . efficient ventilation to keep the bathroom dry and odor free . . . plus the adequate gentle warmth of a heater to take the chill out of those crisp mornings.

HERE ARE SOME OF THE EXCLUSIVE FEATURES:

Specifications

Model	Impeller Diameter	CFM	Element Wattage	Amps	BTU	Shipping Weight
657C	4½"	100	1000	10	3412	19 lbs.

Chrome grille frame • Two speed heater (high speed—both heater and ventilator switch on; normal speed—heater switch only) • Satin chrome reflector—deflects all heat downward • Aluminum honeycomb heater grille—directs heat down • Bimetal motor automatically closes positive damper control directing air over heating element • Automatic reset circuit breaker

FASCO INDUSTRIES, INCORPORATED, North Union and Augusta, Rochester 2, New York

Please send me your new full-color, full-line catalog of Fasco range hoods and ventilators.

Name

Company

Address

City

Zone

State

AD100

AMERICAN BUILDER

Impact

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Selling second mortgages

... We have several second mortgages from houses we have sold. These are all interest-bearing. How do we go about cashing them in? If we put an advertisement in the paper how do we word it? Is it called "selling" the second mortgages? Is there usually a big discount?

We were told we would lose \$1,000 on a \$3,000 second mortgage. But this seems like too much to suit us. Do we have to have a lawyer or real estate broker to sell them? We have sold most of the houses ourselves as we like to get the selling experience.

Mrs. Geraldine Schell
Chatham, Ontario

• **Losing \$1,000 on a \$3,000 mortgage seems excessive. The "discount" should be about 20 per cent. And you do not need a lawyer or broker.**

If you place an ad in the paper, simply word it: "Second mortgages for sale." Then give your name and address or telephone number.

Get in touch with the officers of your own bank. They may know of someone who is in the market for second mortgages. Or, they may be able to steer you to a mortgage broker.

Noncaptive audience

When your most recent issue arrived, I took it with me in the car in order to read it at every free moment I had. The very first day I lunched in a new restaurant on the road and read the magazine there. After eating, I walked around a bit and then left. After traveling for about 12 miles I discovered that I had left the magazine in the restaurant and immediately headed back and inquired about it, but it had already been picked up by someone who must have found it most interesting.

As I had not finished reading

the magazine, and am unable to buy one anywhere locally, would you please send me a copy...

Edmund B. Witt
Chicago, Ill.

• Any reader who'll go 24 miles out of his way deserves our gratitude—and a complimentary copy (on the way).

Private property of NAREB

Do you use the term "realtor" in a general sense, referring to all licensed brokers, or do you refer only to those who are affiliated with the National Association of Real Estate Boards to the exclusion of all others?

Richard H. Johnson
Carr-Johnson Agency
Canton, Ohio

• The term "realtor" refers only to a member of the National Assn. of Real Estate Boards.

Prefab stock

... Which, if any, of the manufacturers of prefabricated homes have

stock for sale on any of the exchanges or from any other source?

Edward Stoll
President
Edward Stoll Construction Co.
Bridgeport, Conn.

• No prefabbrs are listed on the New York Stock Exchange. Knox Corp. is listed on the American Exchange. Some of the other firms are publicly owned—Harnischfeger and National, for instance. The easiest way to learn how to buy stock in these firms is to check a reference manual like Moody's or Standard & Poor's.

Cover to cover

I would like to take this opportunity to extend my appreciation to you and your staff for sending this association your fine magazine. Be assured it is read from cover to cover each month, not only by our staff, but by the many members who come into this office every day.

Sam Witt
President
Tucson HBA
Tucson, Ariz.



"I don't care if you did have some tile left over!"

Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Corp.

"WHY I SUBSCRIBE TO AMERICAN BUILDER"

How else could I upgrade my men so cheaply?

I have it mailed right to their homes - which immediately builds them up with their families.

They come to me and say: "Did you see that way to handle wallboard in the last American Builder? I was thinking we might try it on the next job." Or: "That fellow in Detroit gets under cover in half the time we do. How about our switching to a system like his?"

They're coming to me with ideas - instead of my always prodding them!

How else could I get so much more out of a man for just about the price of a hammer?

- A BIG BUILDER

I read American Builder because I'm in the idea business

Maybe it sounds pretentious for a builder to say he's in the idea business - but that's exactly the business I'm in.

If I get a better idea for a house design, more people want it. A better idea for assembling a truss saves me money. A better merchandising idea means a quicker sale, maybe a better price.

I need ideas for cutting waste, getting more out of my crew, making better use of tools...

In fact, one of the most important things I do every month is to go through American Builder for ideas. It's one thing I never put off. The sooner I get an idea working for me, the sooner it starts making me money.

- A SMALL BUILDER

Want to subscribe for your key men? Or for yourself?

AMERICAN BUILDER — Dept. AB-159
Emmett St., Bristol, Conn.
Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... Bill me

Send to:

Address:

City, Zone, State:

Signed:

Address:

AMERICAN BUILDER — Dept. AB-159
Emmett St., Bristol, Conn.
Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... Bill me

Send to:

Address:

City, Zone, State:

Signed:

Address:

AMERICAN BUILDER — Dept. AB-159
Emmett St., Bristol, Conn.
Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... Bill me

Send to:

Address:

City, Zone, State:

Signed:

Address:

The Building Outlook

1959—The year of the big IF

The big IF for 1959 is availability of financing—particularly for FHA and VA loans—and what Congress intends to do about it. This was the major point made at the recent "builder's outlook" conference sponsored by the National Association of Home Builders. A preliminary summary of the December Builders' Economic Council survey, presented at the meeting, showed that builders are viewing 1959 with wary optimism. They're optimistic because they've found an excellent demand for new houses; the wariness stems from uncertainty about availability of mortgage money and about what housing legislation Congress will enact.

Immediate action is the key to the 1959 market

Builders who attended the outlook session were adamant about the importance of financing and legislation in 1959's scheme. Some of the comments: "For every month that Congress delays, there'll be a loss of 20,000 units." "Congressional action is a must during the first two months in session." "The demand is there. But, we need help for the FHA-VA programs."

Starts will rise if Congress acts, money is available

The first 300 builders in the BEC survey to report on their own plans and the outlook for their own communities indicate the industry expects a greater number of starts this year than in 1958. The median forecast is that starts will be up five per cent. Nearly two-fifths of the builders think that starts in the second half of the year will be higher than in the first half. This compares to less than one-fifth who expect the second half to show a decline. These predictions, however, are contingent on trends in financing and legislation.

The biggest increase is slated for low-priced homes

By type of home, there are substantial differences in predictions of increased starts. For example, 60 per cent look for increases in low-priced houses in their areas; 46 per cent expect gains in medium-priced houses; and 28 per cent anticipate gains in higher-priced homes. (In the last case, however, as many builders look for fewer starts as anticipate gains.)

Median price should be lower—despite rising costs

There is great pessimism about costs. Up is the only direction anticipated. Higher labor costs this year are expected by 81 per cent; 79 per cent look for higher land costs; 79 per cent say material costs will rise; 68 per cent predict higher financing costs; and 50 per cent expect higher sales expenses. Despite these anticipated increases, the builders hope to meet the demand for lower-cost housing. The 1958 median price for the builders' own starts was about \$14,100; this year it will be about \$13,900—if they can carry out their present plans.



newsletter

Issued from time to time
by McCall's Magazine

January, 1959

TURNING LOOKERS INTO BUYERS

There's only one thing that pleases a builder more than huge crowds of homeseekers — that's home buyers! Builders participating in McCall's Congress on Better Living Home Certification Program have been enjoying both.

"...Our crowds have been averaging better than 2,000 a week-end regardless of weather. Our sales are rolling along at better than one-a-day pace..."

—**Joseph-Martin Homes, Syosset, New York**

"...We ran a full-page color ad in the Washington Post ... fully 10,000 turned out on Saturday and Sunday ... we sold twenty-one houses (\$1,000 deposits) and have many, many more contracts working..."

—**Community Builders, Inc., Silver Spring, Maryland**

"...I am sure that the Certification had a great deal to do with the overall results of sales of contracts to build in excess of \$100,000 in four weeks..."

—**Tom McGovern Associates, San Antonio, Texas**

\$100,000 ON A SUNDAY

"...We sold five of these houses in Louisville last Sunday. Do you realize that is almost \$100,000 worth of business? Call it anything you like, but I call it 'Successful'!..."

—**Bollinger-Martin, Louisville, Kentucky**

"...The response was terrific. On the strength of the McCall's CBL certificate, we were able to get eleven contractors to cooperate with us advertising-wise. Result? The builder got 1,200 additional lines of advertising at no cost. The lineage we got from the publicity couldn't be bought for \$7,500..."

—**George Murray, Inc., Advertising, New York**

"...When my salespeople bring to the attention of the prospective home owner the full impact of the fact that a group of women alone have set up the standards to which this house has been compared and certified, the sale is almost a cinch."

—**Leslie Construction Corporation, Norfolk, Va.**

TOTAL VALUE: \$66,000,000

Actually 35 builders in 20 states built 4,452 Congress Certified houses at a value of over \$66,000,000 in the 1958 program.

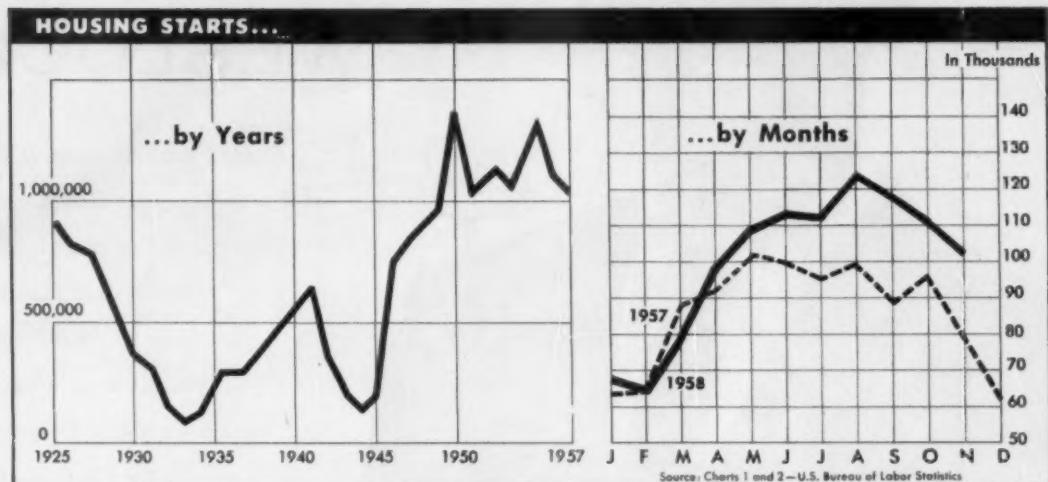
This represents fully half of their new house production last year and is eloquent testimony to how builders recognize and are using the authority of McCall's to help sell houses.

HOW TO EARN CERTIFICATION

In 1959, McCall's is expanding the Congress on Better Living Home Certification program to include both Spring and Fall issue promotions. All builders are eligible to submit their plans for Certification. For applications write to: Director, Home Certification Program, McCall's Congress on Better Living, 230 Park Avenue, New York 17, N. Y., or see a McCall's representative at Booth #852, the Coliseum, during the Home Builders' Show in Chicago.

*A trademark of McCall's...the magazine of Togetherness, circulation now more than 5,300,000 | © 1958 McCall Corporation

Pulse of Building



Interpretations:

1

A MUCH LESS than seasonal decline in November starts (to 102,000) brought the seasonally adjusted annual rate to 1,380,000—the highest in three and one-half years. The 11-month '58 total was 1,103,000.

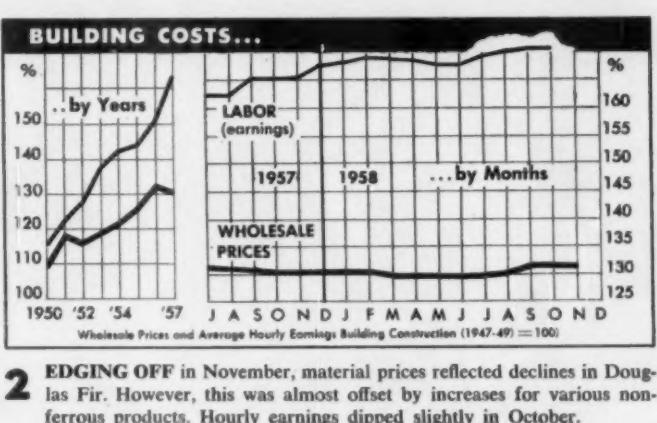
Last year will go down as the fourth best in housing—exceeded only by 1950, 1954, and 1955. With data for the first 11 months on hand (figures for the last three of these are preliminary), it appears that about 1,200,000 units were started last year. The approximate 15 per cent rise over 1957's total was chiefly in FHA-assisted units and secondarily in Capehart units. Since FHA applications declined less than usual toward the end of 1958, a continued large volume of FHA starts during the first part of 1959 is anticipated.

15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during the first eight months of 1958. (BLS)*

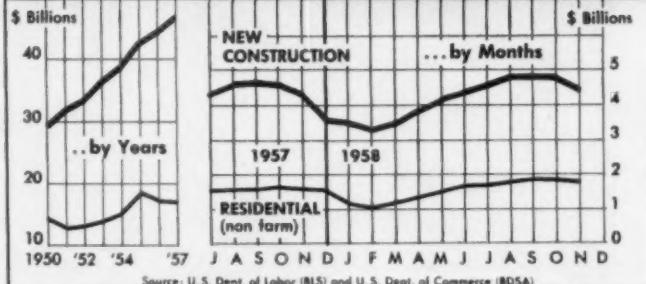
	Units	% Change Jan.-Aug. 1957-58
Los Angeles	56,093	-3
New York	49,782	+16
Chicago	28,862	-10
San Francisco	16,595	+31
Washington	14,985	+55
Detroit	14,336	-18
San Diego	13,936	+33
Philadelphia	12,920	-11
Miami	12,635	-4
Phoenix	10,569	+40
Denver	7,301	+29
Baltimore	6,972	-27
Atlanta	6,653	+22
Seattle	6,638	+18
Cleveland	6,645	-22

* Based on building permit reports and estimate of units started in nonpermit issuing parts of these areas.



2 EDGING OFF in November, material prices reflected declines in Douglas Fir. However, this was almost offset by increases for various non-ferrous products. Hourly earnings dipped slightly in October.

CONSTRUCTION ACTIVITY...



3 A RECORD VOLUME of construction was put in place for November. Housing and highways continued strong. Store building declined, and the drop in private industrial building was halted this past Fall.



See the man
who sells

WESLOCK

He's anxious to serve you.

He sells America's fastest selling complete line of residential locksets and matching cabinet hardware . . . the style leader . . . Weslock.

He knows Weslock products . . . their high quality, reasonable prices and generous service policy. He would like to tell you the many advantages you will receive by being the "Man Who Sells Weslock", too.

For the name
and address
of your nearest
"Man Who Sells Weslock"
write, wire or phone

WESLOCK®

WESTERN LOCK MFG. CO.
2075 BELGRAVE AVE.,
HUNTINGTON PARK, CALIFORNIA
TELEPHONE LUDlow 2-8397

See us at the

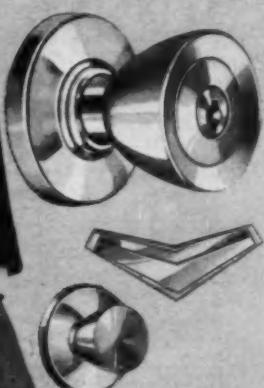
N. A. H. B. Show.

Booth 433

Sherman Hotel

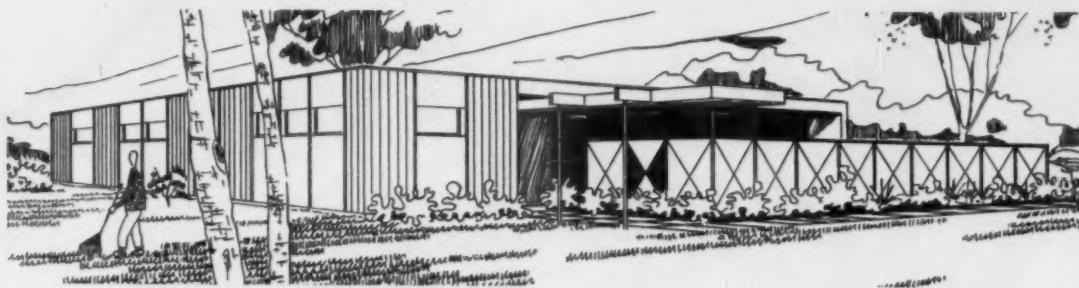
Chicago

January 18-22, 1959



One of a series of advertisements in leading trade publications dedicated to "The Men Who Sell Weslock".

Tomorrow's House



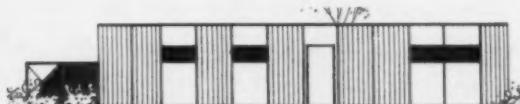
**Steel and aluminum:
these are the materials
you'll be using soon**

Although this house is only in the blueprint stage, builders should realize its unlimited appeal for the growing family. The use of aluminum and steel throughout answers the home owner's dream on three counts.

First: walls can be moved as the demand for space increases or decreases. The steel frame with open-web joists and lally columns forms a post-and-lintel system. This type of framing relieves the walls of being load carrying. Result: almost complete flexibility.

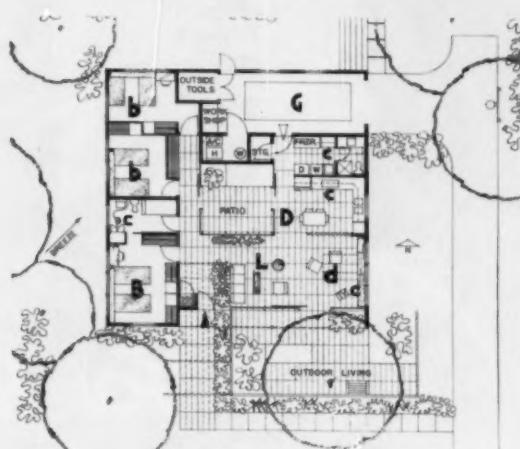
Second: there's no exterior maintenance. Aluminum foil insulation serves as a vapor barrier eliminating dampness in walls.

Third: simple framing and use of standard 4x8's should cut construction costs. Architect: Joseph Voska, Jr., Wheaton, Ill.

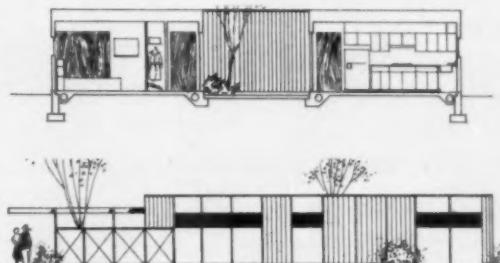


ELEVATIONS and a cross section show the use of aluminum. Aluminum sheets, edgings, sills and mouldings form the exterior of the roof and walls. The 4'x8' wall

GROOVED ALUMINUM alternating with plain surfaces add exterior interest. Fencing is of anodized rolled aluminum sheets mounted on an extruded aluminum frame.



LEGEND: L, living; D, dining; B, master bedroom; b, bedroom; c, built-in cabinets; d, formal dining. Plan is oriented for indoor-outdoor living. Note indoor patio.



sections come with plain and rolled grooved surfaces. Insulation and fencing are made of aluminum too. The house has a steel frame and non-bearing walls.

ORANGEBURG

Look for the
Silver Band*

* THE NAME ORANGEBURG AND THE SILVER BAND ARE REGISTERED TRADE-MARKS OF THE ORANGEBURG MANUFACTURING CO.

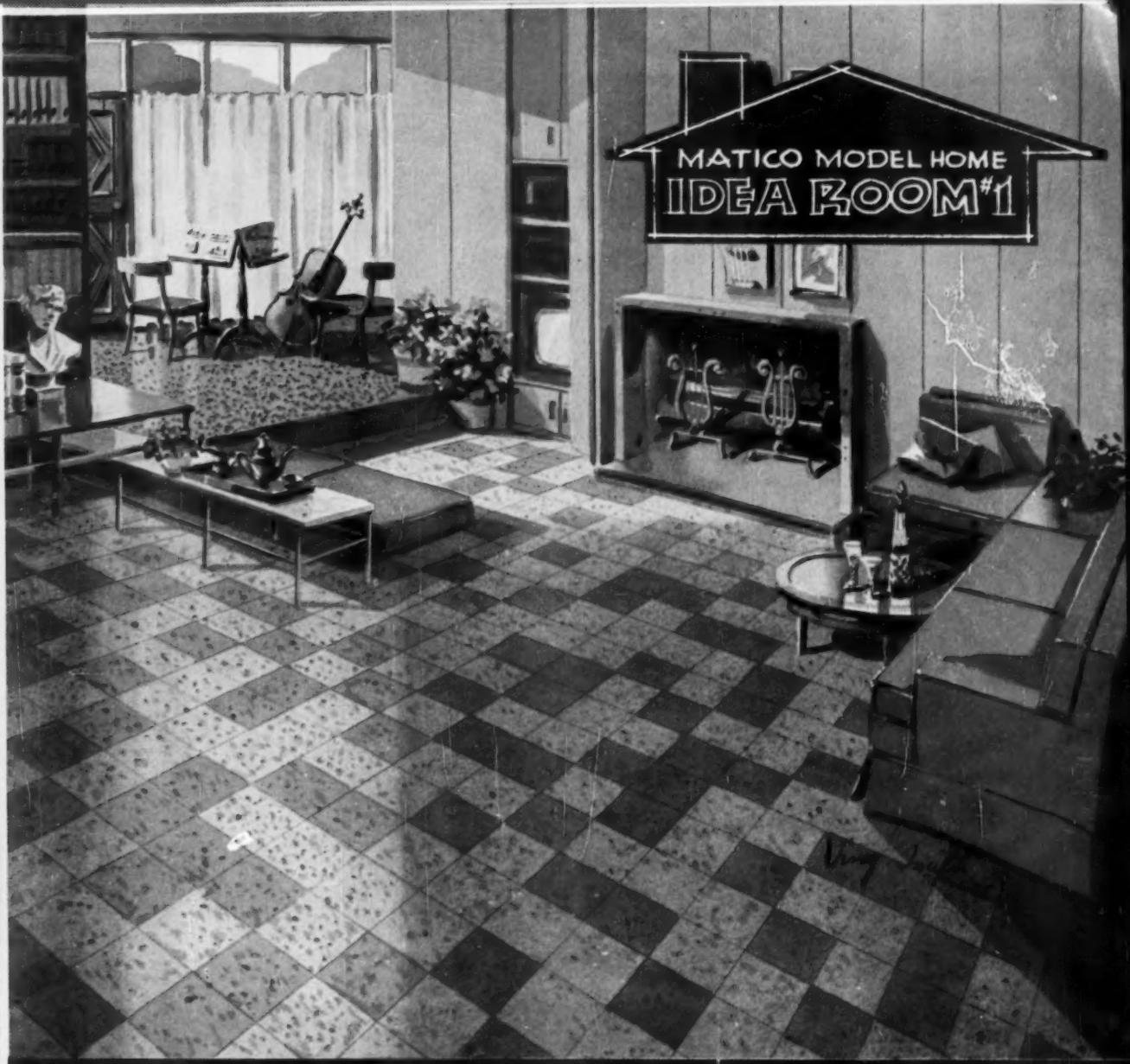


Make sure your homes feature genuine Orangeburg quality. It helps make the sale easier.

Means more satisfied customers. So look for the Silver Band to be sure you're getting genuine Orangeburg: *Root-Proof Pipe* for sewer lines from house to street; for run-offs from down-spouts...*Perforated Pipe* for foundation drains, septic tank filter beds. Over 300 million feet in use from coast to coast. It's the Brand your customers know. Write for "Tips for Installing," Dept. AB-19, Orangeburg Manufacturing Co., Orangeburg, N. Y. or Newark, Calif.

ORANGEBURG MANUFACTURING CO.
A Division of The Flintkote Company, Manufacturers
of America's Broadest Line of Building Products

genuine ORANGEBURG®
Root-Proof Pipe and Fittings



MATICO TILE FLOORS

give "Lookers" the Buying Idea

Sparkling, carefree floors can make prospects buy-minded. Smart builders have proved it over and over again. They feature nationally-advertised Matico Tile. It's the tile with one hundred-and-one brilliant colors and patterns—easy to clean . . . simple to install . . . economical in cost.

Prove to yourself how profitable Matico can be for you. Install Matico tile throughout, in your next project.

Floor is an attractive random pattern of Maticork Vinyl-Asbestos Tile (1190, 1191 and 1192). Music Room is Matico Tweed Vinyl-Asbestos Tile (1155).

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile

**MASTIC TILE CORPORATION
OF AMERICA**

Houston, Tex. • Joliet, Ill. • Long Beach, Calif.
Newburgh, N.Y.



Mastic Tile Corp. of America
Dept. 5-1, P. O. Box 128, Vails Gate, N.Y.
Send me full information on Matico Tile Flooring.

Name _____

Address _____

City _____ Zone _____ State _____



Notice the depth of design in the CURON silk-screened decorator panel to the left . . . the three-dimensional effect which diagonally cut CURON Wall Tiles give the wall on the right. Room created by designer Marvin Culbreth.

Beauty, luxury and quiet that will sell your house Only Curon Wallcovering decorates and sound-conditions



Easy to install!

Apply fire-resistant CURON to rough-finished walls . . . even cinderblock or concrete. CURON goes around curves, cuts easily into any shape.

CURON* Wallcovering is an extra touch that will turn prospects into customers. Satisfied customers, too, because new CURON is the *only* wallcovering that decorates, sound conditions and insulates, all at the same time.

To give your home a unique selling feature, add CURON Wallcovering to the family room . . . recreation room . . . living room. You will have a house that is more comfortable, and easier to sell.

First, CURON adds luxury and beauty to any room. But in addition, CURON effectively absorbs noise. CURON is designed for walls as well as ceilings. And this improved sound conditioning is accomplished without the commercial look of other acoustical materials. CURON's insulating properties help keep room temperatures even.

CURON is FHA approved in all states. It is easy to install, and can be applied over rough-finished walls. *CURON IS A TRADEMARK OF CURTISS-WRIGHT CORPORATION



Custom decoration!

Rich-textured, new-looking CURON comes in squares, rectangles, rolls. 24 decorator colors, special "tweed" finishes, and accent tiles.

Curon®
WALLCOVERING
A PRODUCT OF CURTISS-WRIGHT RESEARCH

For further information, and the name of your nearest distributor, write: CURON Division, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N.Y.



Wood folding doors

STRETCH LIVING AREAS AT LOW COST

WHITE ASH • AMERICAN WALNUT • PHILIPPINE

MAHOGANY • BIRCH • PINE • OAK 6—that's right—

6 factory-finished, genuine wood veneers now for patented PELLA DOORS! Factory assembled, all hardware including latch furnished at no extra cost. Give the homes you build another MARK OF QUALITY with PELLA WOOD FOLDING DOORS. See Sweet's

or mail coupon. Distributors throughout U.S. and Canada. Consult classified telephone directory.

----- MAIL COUPON TODAY -----

ROLLSCREEN COMPANY, Dept. KB-3, Pella, Iowa

Please send detailed literature on PELLA WOOD FOLDING DOORS.

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____ STATE _____

Pella
®

WOOD FOLDING DOORS

... See them at NAHB show — booth 18-19 Conrad Hilton



**Build extra "Sales Appeal" into your
homes with *Vina-Lux*[®] floors**

No question about it—the *right* resilient flooring in a home can make the difference between indecision and buying action in a potential homeowner's mind. But how can you make sure your floors have the qualities your buyer wants?

The answer is simple—specify Vina-Lux vinyl asbestos tile. Vina-Lux is smartly styled and better made... easy cleaning and long wearing... agreeably low in cost. Investigate Vina-Lux... ask your flooring contractor to show you samples.

42 Colors — 5 Styles — 3 Thicknesses



AZROCK FLOOR PRODUCTS DIVISION
UVALDE ROCK ASPHALT CO. | 541A FROST BANK BLDG. • SAN ANTONIO, TEXAS



MAKERS OF VINA-LUX • AZROCK • AZPHLEX • DURACO

Building with Brains

From NAHB's two research houses for 1959: 12 cost-cutting ideas for you to use

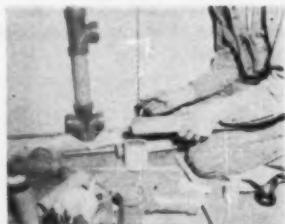
How can a better house be built with less on-site labor? This is the question the NAHB Research Institute set out to answer with its two research houses for 1959. And there are literally dozens of answers from both the South Bend and the Knoxville houses.

The basic innovations in the construction of the research houses are outlined in the feature article in this issue, starting on page 79.

On these four pages are a dozen other ideas, ranging from slabs to gable ends, which you can apply to your own building operation.

Plastic pipe needs no soldering

The Knoxville house is reportedly the first house ever built with an all-plastic plumbing system. Biggest advantage is the ease of joining the pipe to the fittings; a solvent is painted on, the pieces are slipped together, and the joint dries almost immediately. Carlon manufactured the plastic pipe, which is immune to corrosive elements in the ground and in the water.



Sliding template sets duct height

Perimeter duct must be set with exactly 2" of concrete above it. This sliding screed is used to set the concrete bed below the duct at just the right height. It rides along the top of the grade beam, and its lower side levels the concrete to the precise height.



Flue-liner duct is taped together

Ordinary chimney-flue liner is used for the perimeter heating duct, is joined together quickly and tightly with plastic tape. Both the bed below the duct and the slab above it are made of Betocel, a light aggregate insulating concrete made by Borg-Warner.

Vibrator makes soil denser

Soil is compacted with this Jay mechanical tamper wherever a firm base is important. Here, the base of the sewer trench is being compacted to assure that the pipe won't settle and cause damage. The fill inside the slab also is compacted, insuring against future settlement there and the resulting cracking of the slab.



Building with Brains

A quick way to lay water lines

There are two principles involved in this fast method of laying water service line: do no more digging than absolutely necessary, and use a pipe you can drop in place all in one piece.

The trencher shown at right digs a trench just wide enough for the 1" plastic line. This means less mess, less backfilling, and much faster digging. Further, the operator can turn the machine loose, follow it as he unrolls the plastic pipe into the trench. Brown Mfg. Co. makes the trencher.

This plastic pipe can be used with water pressures up to 100 lbs.; above that, a heavier and more expensive pipe is needed.



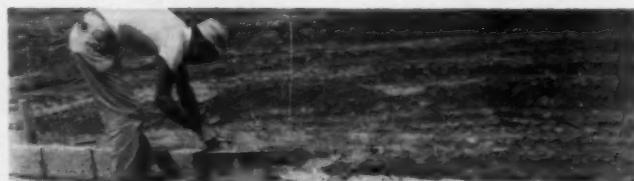
How to save the plumbing dollar: shop-fabricate the plumbing tree, use thin-walled tubing underground



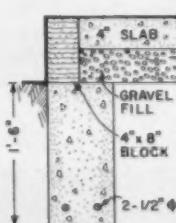
Off-site fabrication of plumbing trees has been used by many builders to cut plumbing costs. In the case of the South Bend Research House, the savings were increased by the design of the system. It centers around one principal fitting called a "cottage tee." This is a complex 3" copper fitting, 3x3x4x

2x2, and all of the waste system feeds through it to the main sewer outlet. The entire tree weighs no more than 40 to 50 lbs., can therefore be handled by one man.

DWV thin-walled tubing was used underground. Tests showed no corrosive elements, but sand was used around it as a precaution.



Fit the footing to the soil



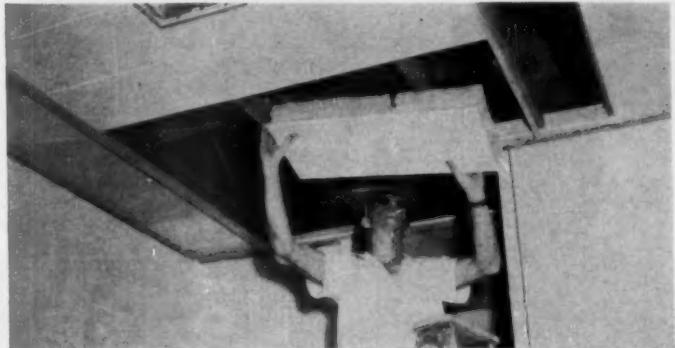
A footing wider than necessary is a waste of concrete. The soil under the Knoxville house was given a bearing test similar to that used in highway construction. The test showed that a grade beam 6" wide was sufficient to carry the load of the house, with an adequate safety factor. No 6" digging equipment was available, however, so a grade beam with an 8"-wide bearing surface was used, even though the extra bearing area was not needed.

An all-in-one ceiling: acoustics, insulation, and finish

The three-in-one ceiling shown at the right is a perfect example of what the research houses are meant to do. Used in the Knoxville house, each piece of ceiling material combines three basic functions: finish, acoustical properties, and insulation for the ceiling. Each time a workman puts up one of these pieces, he is really doing three jobs, with the corresponding saving in labor cost.

In the upper photo, a section of ceiling is being set up against the lower chords of the roof trusses. Metal suspension clips are nailed to the joists, as shown in the lower photo, and their flanges slip into grooves in the edges of the ceiling pieces.

The new ceiling system is manufactured by Owens-Corning Fiberglas. As yet it has been produced and made available only on an experimental basis. According to the manufacturer, if there is enough interest shown in it, it will be offered on the market.



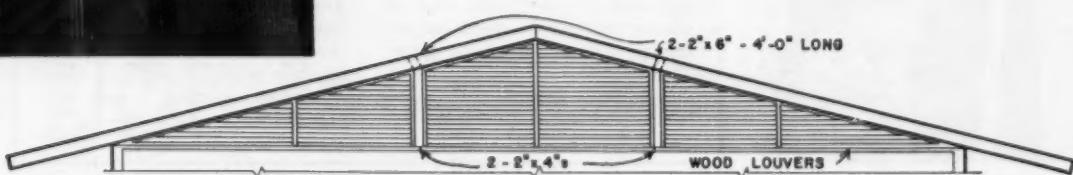
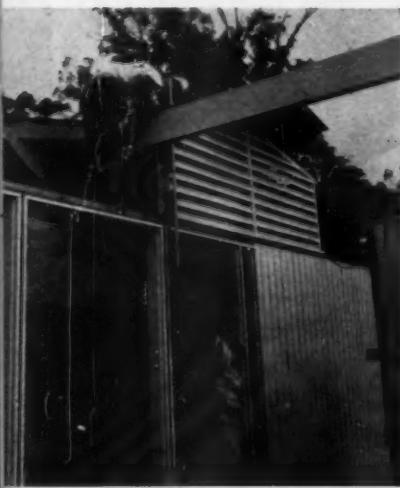
◀ An all-louvred gable end speeds erections, cuts costs

Attic ventilating louvres are generally of minimum size, serving to carry off the worst of accumulated moisture and heat. In the Knoxville Research House, however, a totally new concept was used. The entire gable end in both the front and the back of the house was made up of louvres.

This louvred gable end does several things for the house. First of all, it is very good looking, as the pictures at left, and on page 90,

show. Second, it provides a degree of ventilation impossible to a normal venting system. No hot, moist air can possibly build up in the attic. This will help keep cooling costs down, particularly as the circulating equipment is in the attic.

And third, it can be very inexpensive. It requires no trim, can be nailed directly to the end truss, making a special gable end component unnecessary. If mass-produced, its cost could be very low.



Building with Brains



◀ More glass area at no extra cost

Big areas of glass are usually expensive—far more costly than solid walls. In the Knoxville house, a system of framing, ventilating, and supporting has cut this high cost to the point where lots of glass can be provided at an economical level.

First, the biggest glass areas are fixed, and they are set in a simple, single-rabbeted, 2x6 frame.

Second, the ventilation is built separately from the glass. It consists of louvre panels, with either glass louvres, or wood louvres for privacy.

Third, the window headers have been simplified. The new system, developed by Ralph Johnson, Director of the Research Institute, is shown on page 84.



An 8' door with no trim or header



Door hanging has always been a major item in the builder's budget. This idea from the Knoxville house promises to carve a big piece of fat off the door bill.

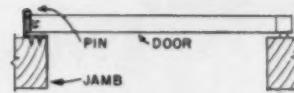
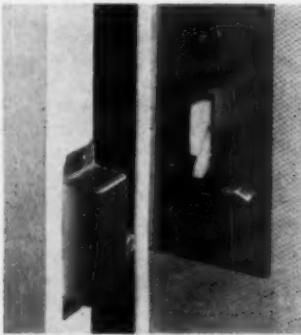
The 8' door is the first saving. It goes all the way to the ceiling, eliminates all the header and wall construction that goes over a normal door. The resultant saving will more than offset the slight additional cost of the bigger door.

The combined jamb and stop, all in one piece, is another saving item. It is attached to the side walls with a spline, then nailed directly to the framing and ceiling. No additional trim is needed.



A door that closes on its jamb instead of in it, needs no fitting

The interior door system of the South Bend house was carried a step further than in the Knoxville house. It is an 8' door, requiring no header. And it closes against the jamb, rather than into it, requires no stop, or any millwork of any kind. And of course there is no need for accurate positioning of the jamb. Slight inaccuracies will have no effect whatever on the operation of the door.



Some special equipment is needed for this new door. A hinge with bent flanges is used to swing the door away from the wall, and prevent it from wedging. A special catch is needed. Shown in the photo at right, it is a refrigerator-type catch. And finally, some form of seal is needed. A strip of urethane foam, wrapped in nylon is used around the opening. It seals, and prevents door slamming.

Attention Home Builders!



**MRS. AMERICA CAN BE
YOUR NUMBER ONE
SALESMAN THIS YEAR**

*the nation's number one homemaker
joins the famous Johns-Manville
7-Star Promotion Plan for 1959*

Now, you can cash in on the exciting publicity and powerful sales-making influence of the famous Mrs. America® program. This service is a Johns-Manville exclusive for home builders. Yes! In the home-building field Mrs. America and all the 49 State Winners in the Mrs. America contest will feature exclusively Johns-Manville 7-Star builders and Johns-Manville building products.

The Mrs. America promotion is only one of many features of the tested and proved Johns-Manville 7-Star Plan. Again in 1959, Johns-Manville will continue to offer 7-Star builders the local newspaper advertising, national advertising and sales aids that last year helped over 435 builders sell more than 29,000 homes.

Before you make final plans for your 1959 homes, learn how the Johns-Manville 7-Star Plan and the Mrs. America promotion can help you sell more new homes. Write for full details to: Johns-Manville, Box 111, New York 16, New York.

© REG. U. S.
MRS. AMERICA, INC.

MEET MRS. AMERICA, IN PERSON, AT NAHB SHOW
at Johns-Manville Booths 84-85-86, Chicago, January 18.

JOHNS-MANVILLE
JM
PRODUCTS

JOHNS-MANVILLE

1959 CONVENTION

"Opportunities Unlimited"

There's something for everybody at NAHB's great Chicago show, Jan. 18-22: opportunities to learn more about merchandising, research, financing, cost cutting, new MPS's. The spotlight will be on all these vital subjects—and more.

Here's what they'll talk about . . .

MERCHANDISING . . . the million-dollar circle

Profits in '59—as they have in the last few years—will go to the successful merchandiser in every field—market research, design, promotion and display, advertising, selling. Do you know how to analyze your market? What about the importance of design in selling the consumer? Have you a well-built house that isn't selling? Maybe you're not promoting and displaying it enough. What about advertising? This important sales tool can make or break you. Are your salesmen selling? You'll get pointers to turn "lookers" into buyers. This is the year to get the hard, cold facts about the hard sell.

RESEARCH . . . opening the door to a better tomorrow

Tomorrow's home will evolve from new ideas in products, techniques—all discovered through research. You'll see actual applications of the new products and new techniques that went into NAHB's Research Houses . . . and the Theatre for Industry will dramatize research ideas actually used by builders. You'll come away with a score of practical, exciting new ideas.

FINANCING . . . will it be tight or easy?

Money is always a major problem. Will there be more or less of it? How much will it affect starts this year? Panels and individual speakers will look into their crystal balls and try to come up with the answers. You'll also get the low-down on the differences between FHA, VA and conventional financing . . . the best procedures to follow if you're building FHA-VA.

COST CUTTING . . . ideas on trial: how to save \$\$\$

Improved techniques—actual applications which have saved builders real money will be subjected to "trial" by judge and jury. You're bound to come away with new ideas to up your profits. . . . New this year is a special session on plumbing installation. If you design your houses, then give the plans to a plumbing contractor, and then complain that "my plumbing sure costs a 'heck of a lot,'" this session is for you. Hear why it pays to consult your contractor BEFORE you design the house . . . advice on practical plumbing design for tract houses—slab and basement . . . how the plumbing contractor can help merchandise builder homes.

NEW MPS's . . . what do they mean; how do they work?

FHA's new "builder's bible" takes effect this spring. Leading government officials, headed by FHA commissioner Norman Mason, will describe the changes between the old MPR's and the new MPS's. What about practical applications of the new standards? You'll get them from a group of builders who are thoroughly familiar with the "book." Changes, significant from the builder's viewpoint, will be reviewed one by one.

BUSINESS MANAGEMENT . . . know your complete operation

Today's smart builder has to be more than a construction expert. He also must be a business man. Get the low-down on builder management techniques in the first showing of "A Blueprint for Profit," a detailed study of estimating, budgeting, controlling expenses, etc. . . . Also, small builders will get special "dope" on how to handle their problems in an expanding or contracting market . . . and the do's and don'ts of subbing vs. using hourly employees.

OUTLOOK . . . how does the economy shape up?

How will business do this year? Will the economy continue its upward swing or will it drop again? Or, is it slated to stay at an even position for the next months? Such experts as George Cline Smith and Grover Ensley will tell you what signs to look for during the next 12 months.

CENTRAL MORTGAGE BANK . . . a chance for more stable money conditions

Here's an idea that's been kicking around for several years. And this year it's really hot. Tom Coogan will show just how such a set-up can help the industry by keeping money conditions on an even keel. And, Sen. John Sparkman (D-Ala.) will discuss what Congress may do about setting up such a facility.

COMMUNITY FACILITIES . . . are you having problems?

Growing communities have growing "facilities" problems. And they're being laid right on your doorsteps. Attorneys, familiar with recent court decisions, have the low-down on the legality of restrictions on lot size, enforced donation of land, etc. You'll learn how you can fight them in your own back yard.

SMALL BUSINESS ADMINISTRATION . . . the builder's new friend

There's a new way to get some much-needed financial help—the Small Business Investment Act. This new law provides for licensing of small business investment companies to loan money. Best bet is that you'll be able to finance community facilities, land development through these companies.

URBAN RENEWAL . . . the small builder can participate

Don't let anyone tell you that urban renewal is a job for the big boys only. It just "ain't" so. There are ways that the smaller or medium builder can participate. And you'll learn how from builders who have done it.

For what they'll look at, see p. 100

no more grease-covered windows for me!...



next time I want

WARE WINDOWS

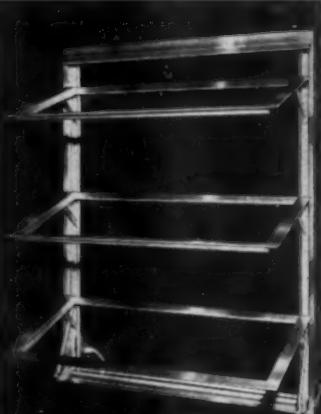
*they're chemically
cleaned and etched
at the factory - and
they sure do sell homes!*

Maybe you're among the many builders who've lost time and temper because your windows come covered with mill grease—dull and unprotected—and vulnerable to the "bite of hot mortar."

If so, you'll be money ahead by insisting on WARE Aluminum Windows...every one of which is chemically cleaned and etched *at the factory* and given a lustrous, eye-appealing finish of DuPont METHACRYLATE, exceeding Federal Specifications. You'll be 100% sure of passing FHA inspection, too!

Be sure to see us at
BOOTH 38

Conrad Hilton at the NAHB Show
Or write Dept. AB-1



Aluminum **WARE** Windows



Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

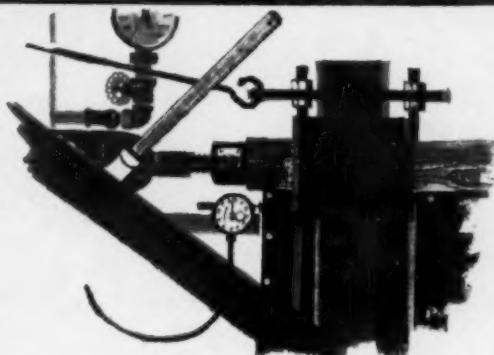
BARRETT

RIGIDWALL[†] SHEATHING

meets every FHA Requirement—AND THEN SOME!



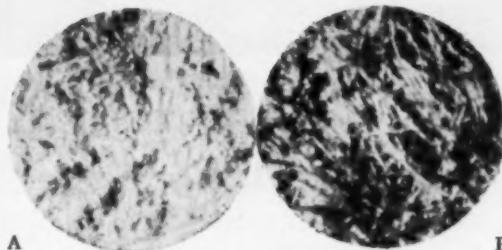
1 HOLDS NAILS BETTER! Tests prove that RIGIDWALL Insulating Sheathing holds nails 47% better in dry board and 91% better in wet board than the FHA requires for direct nailing of siding shingles to sheathing. That's the extra measure of solidity you get only with RIGIDWALL!



2 23% STRONGER BY TEST! Racking tests prove that RIGIDWALL is 23% stronger, on the average, than required by FHA for application without corner bracing. Wet strength is actually 44% greater than required. Here again, you get an extra measure of strength with RIGIDWALL!



3 SCORES CLEAN... BREAKS EVEN Because of its extra rigidity, RIGIDWALL Sheathing handles more easily... gives you less waste. Extra strength also means fewer ruined boards from smashed corners and edges—and ultimately stronger finished construction.



4 MADE BY THE CHEM-FI PROCESS This is the unique Barrett process that brings the fiber strength of natural wood to insulating board. Microphotograph A is ordinary board, with fine powder-like particles throughout. Microphotograph B is Barrett RIGIDWALL, with long reinforcing fibers for extra strength!

The greatest improvement in insulating sheathing since its introduction. For samples and full information, call your Barrett representative or write us direct.

† T. M. of Allied Chemical Corp.

BARRETT DIVISION
40 Rector St., New York 6, N.Y.





... a **Crawford Door** gives you the
"extra selling edge" you've been looking for

Time was when building a saleable house was largely a matter of pleasing design, quality construction and convenient location at a reasonable price.

You, the builder, competing for today's home buyer's dollar must consider additional features to attract the customer's interest and to provide yourself with that "extra selling edge."

The question is—what can you add that will not raise your selling price too high?

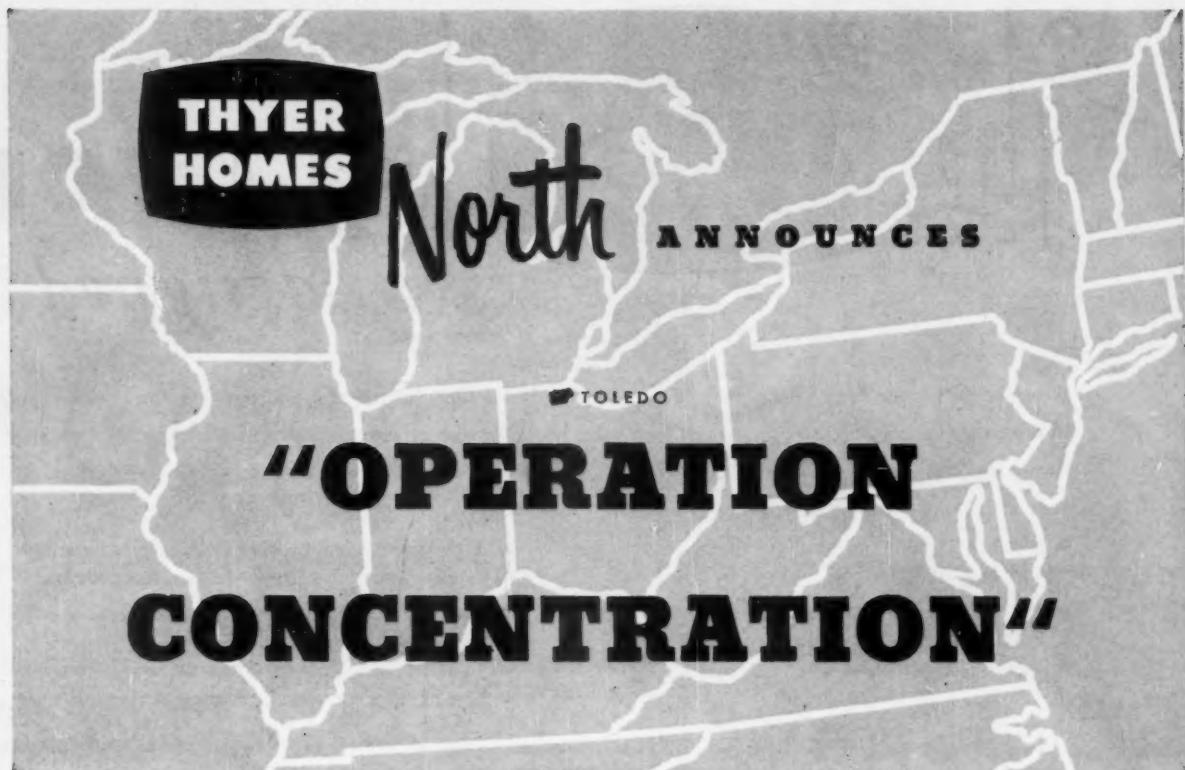
There is one answer you may have overlooked . . . feature a sales appealing, handsome, home-enhancing quality garage door. Fact is, you should if the garage faces the street.

A strikingly designed, distinctively styled, perhaps even tastefully "customized" Crawford garage door can materially add to the architectural beauty of your home and its customer appeal—with little additional cost.

Point is, a Crawford door, with its luxury-look, individuality and ease of operation, provides the "extra selling edge" you've been looking for. And if you'd like an additional "tie-breaker" you might consider a Delco-matic garage door operator. Ask your Crawford Distributor about it when you call him.



CRAWFORD DOOR COMPANY
 213-20263 HOOVER ROAD • DETROIT 5, MICHIGAN



Mr. Builder: IF YOU'RE ON THIS MAP . . .
YOU CAN BUILD FOR REAL PROFITS IN 1959!

"Operation Concentration", now underway at THYER HOMES Northern Division, gives you an unequalled opportunity to build the best construction value on the market today! THYER is going all-out to meet the demand for top-quality, competitively-priced manufactured homes in the areas shown above.

THYER is concentrating on the production of a completely new line of models for 1959 . . . models designed, engineered and priced specifically for this fabulous northern market. These new models are the homes our builders have told us they want because they are easy to order, easy to erect, and above all, easy to finance and easy to sell!

THYER is concentrating on greater flexibility of design through standardized material specifications which permit the builder to "tailor" his models to meet local market requirements. THYER builders know exactly what they get in every basic "package" and what options and accessories are available with every model. Construction estimates, material, labor and shipping costs can be quickly and easily determined by the builder through THYER's standardized procedure. No more costly and time-consuming guesswork!

THYER is concentrating on a merchandising program designed to give the builder every possible assistance in advertising and promoting his THYER HOME project, in his local-

ity, when he wants it! THYER's Field Representatives and Merchandising Department work with the builder on a personal basis to assure that his open house presentation is a complete success. More and more builders are joining THYER's "Operation Concentration" and getting ready now for real profit opportunities in 1959. If you are now building, or planning to build, anywhere on the above map, we invite you to contact us immediately about joining THYER . . . one of the pioneers in the industry . . . and becoming an authorized THYER HOMES builder-dealer.

. . . and DON'T MISS
THE NEXT TWO PAGES

The THYER line FOR ... designed to

Here are the homes THYER builders have asked for! In design, in material and construction quality, and in price range, they meet the needs of 80% of the home buyers in the northern market area. The models shown are typical of THYER's new line for 1959. They offer new standards of building flexibility through:

- Modern architectural styling in ranch, L-shape and 1½-story designs.
- A variety of exterior treatments, including siding, board and batten, brick and shakes.
- A complete selection of options such as casement, single or double-hung windows, for example.
- A choice of basement or non-basement models to suit local preferences.

*... be a Thyer
Builder-Dealer,
mail coupon NOW!*

The Thyer Manufacturing Corp.
2857 Wayne Street
Toledo 9, Ohio

Gentlemen: I am interested in becoming a Thyer Homes builder-dealer. Please have your representative contact me.

I am a Builder Realtor Other ; currently building Conventional Manufactured homes. I am now building less than 10 More than 10 homes a year.

Name _____

Address _____ City _____ State _____



The WEST POINT:

Available in five distinctive elevations ... basement and non-basement floor plans. Combining top-quality materials and construction at a price within the reach of everyone.



THE WEST POINT: Basement
(Size: 38'x24') 912 Sq. Ft.

DESIGNED FOR LIVABILITY... STYLED FOR BEAUTY...

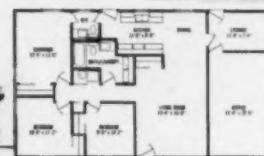
1959 . . flexibility PLUS!

*reach a big 80%
of the buyer's market!*

The

KINGSTON:

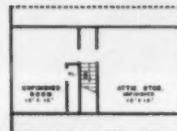
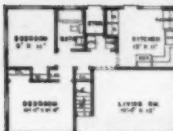
Ingeniously planned for efficiency and family living. Five beautiful elevations with many optional appointments to bring out the individuality of every home. Basement and non-basement plans.



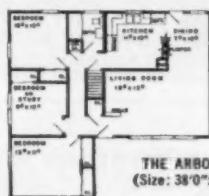
THE KINGSTON: Non-basement
(Size: 48' 0" x 28' 0") House 1104 Sq. Ft.



The NEW HAVEN:
A 1 1/2-story beauty that assures ample living space with room galore for expansion. Two bedrooms down, expandable second floor. Five striking elevations . . . basement and non-basement floor plans.



THE NEW HAVEN: Non-basement
(Size: 32' x 24') 1280 Sq. Ft. (Both Floors)



THE ARBOR: Basement
(Size: 38' 0" x 35' 8") 1104 Sq. Ft.



The ARBOR:

Popular L-shape design, carefully planned to eliminate the family "traffic problem". Basement and non-basement plans. Note the optional wing extension, available with any of the five elevations.

**THYER
HOMES**

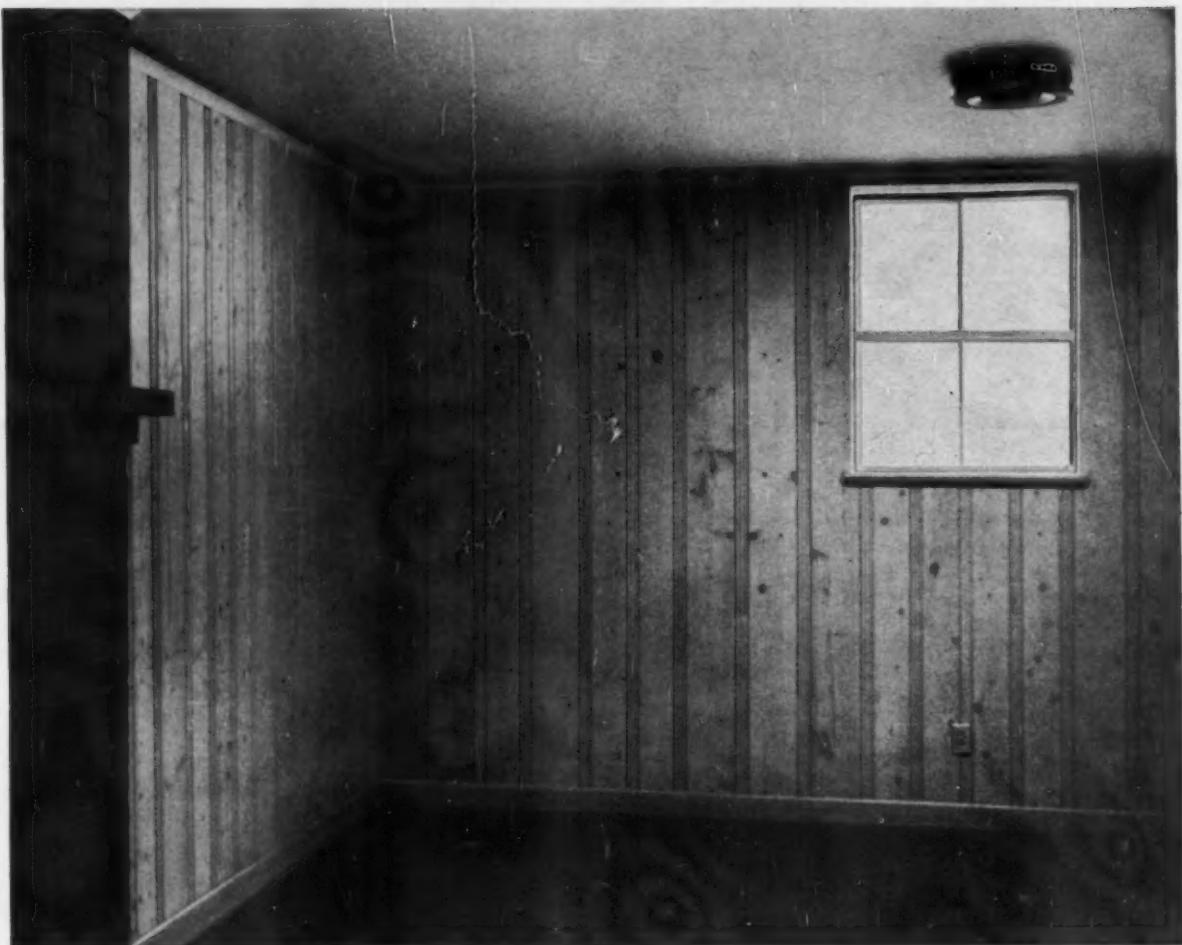
THE THYER MANUFACTURING CORP.
TOLEDO 9, OHIO

For knotty pine paneling...

*consider **LOGEPOLE PINE***



small, non-bleeding knots characterize this light, easy-to-work wood



LOGEPOLE PINE—an ideal knotty pine. Home owners like it because its knots are small, and do not bleed. It machines to a smooth, satiny surface; and it has excellent paint and stain holding characteristics. In Lodgepole Pine, you have an attractive, practical knotty pine for any home setting.

Carpenters like it because it is light in weight, easy to handle and work. Lodgepole Pine is soft-textured, and it is easily nailed without splitting.

Sheathing, siding, subflooring are other excellent uses for Lodgepole Pine because of its smooth milling, accurate sizing and good insulation qualities. And it is *carefully dried*, assuring more accurate sizing and improved woodworking qualities, insuring lower maintenance costs.



Write for FREE illustrated Facts Folder about Lodgepole Pine to:
WESTERN PINE ASSOCIATION,
Dept. 703-B, Yeon Building,
Portland 4, Oregon.



Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Quality comes first in

Qualitybilt[®]

WOODWORK

SINCE 1875...

A COMPLETE AND DEPENDABLE
ALL-IN-ONE SOURCE FOR
QUALITY MILLWORK . . .

Years of insistence on quality . . . on craftsmanship . . . on interested service and co-operation go into every item of Qualitybilt Woodwork. This is your assurance of customer satisfaction . . . profitable repeat orders . . . the "reason why" that the Qualitybilt name has become synonymous with outstanding value in Birch cabinets, Ponderosa Pine windows and casements, hardwood and softwood doors; also—mantels, china cases, stair parts, etc. Ask your supplier for Qualitybilt *by name!* Let us prove how this complete line will meet your every requirement.

VISIT OUR DISPLAY AT
THE NAHB SHOW
BOOTH 577-578-579
HOTEL SHERMAN

CABINETS

• KITCHEN • WARDROBE
• BATHROOM

DOORS

• PANEL • FLUSH
• LOUVER • FOLDING

WINDOWS

• AWNING & HOPPER
• CASEMENT • SLIDING
• DOUBLE HUNG

A COMPLETE
LINE of
BUILDING
WOODWORK

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS
STORM SASH • GARAGE DOORS • MOULDINGS • INTERIOR TRIM • SASH UNITS • LOUVERS
KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS

NOW! FOR ALL SIDINGS...

MAZE

STORMGUARD[®]
COLORED
NAILS



**TO MATCH ASBESTOS,
INSULATING AND
CEDAR SHAKE SIDING!**

**FOR SIDINGS—F.H.A. requires
a hot-dipped type zinc coated
nail ... Maze STORMGUARDS
are strong steel nails hot-dipped
twice in molten zinc! Now avail-
able painted to match modern
colored sidings.**

- ✓ **NO SHINY NAIL HEADS** — Maze colored nails have checkered heads to break up light reflections ... hold paint!
- ✓ **COST FAR LESS PER NAIL
THAN ALUMINUM ... DRIVE
AND HOLD BETTER!**

**SOLD IN HANDY 50#
BULK OR 5# CARTONS**

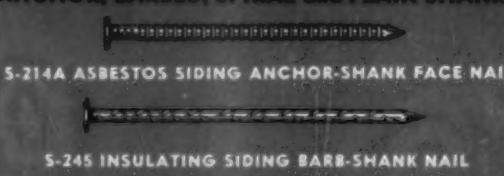
(Bulk cartons have
study inner box
... can be used
by extra workmen.)



11 STOCK COLORS

M-2 WHITE	M-18 TAN
M-22 GREY	M-21 LIGHT BROWN
M-5 LIGHT BLUE	M-22 DARK BROWN
M-10 LIGHT GREEN	M-14 CORAL
M-12 DARK GREEN	M-26 RED
	M-20 BLACK
40 OTHERS ON REQUEST	

ANCHOR, BARBED, SPIRAL and PLAIN SHANKS



ABOVE NAILS COME COLORED OR ZINC FINISH - MANY SIZES

WRITE FOR FREE COLORED NAIL SAMPLES:

NAME _____

FIRM _____

ADDRESS _____

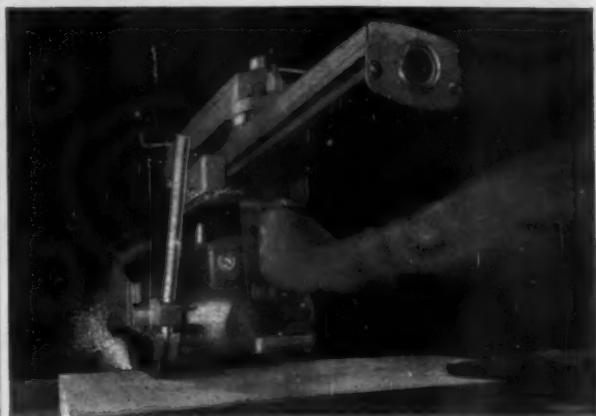
CITY _____ STATE _____



"IT PAYS TO BUY MAZE"
W. H. MAZE COMPANY

Peru 3, Illinois

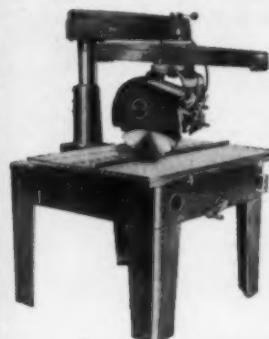
NEW POWER



NEW DELTA

"SUPER 900" RADIAL SAW DEVELOPS UP TO 2 H.P.

Newest of Delta's famous, complete line of radial saws—the 9" "Super 900"—gives you extra power at the blade where you need it. Match the tool to your job. For the biggest savings in time and money choose the Delta radial saw with the guts you require:



16" - 20" RADIAL SAW
for heavy-duty production work
—3, 5 and 7½ h.p.
(Shown at left)

12" - 14" RADIAL SAW
for centralized or on-the-job
cutting—2, 3 and 5 h.p.

10" PORTABLE RADIAL SAW
carry it where you need it—1½
or 2 h.p.

9" "SUPER 900" RADIAL SAW
honest 1 h.p. motor develops
up to 2 h.p. under load.



FREE!—Delta Industrial Catalog

Get all the facts on Delta Radial Saws, complete line of accessories and other woodworking tools. Write: Rockwell Manufacturing Co., Delta Power Tool Division, 646A N. Lexington Ave., Pittsburgh 8, Pa.

See Delta Radial Saws at your nearest Delta Dealer
... he's listed under "TOOLS" in the Yellow Pages

DELTA POWER TOOLS

another fine product by

ROCKWELL





**Her eyes are
on the
KITCHEN...**



**AND IT'S THE ALL NEW COUNTRY KITCHEN
IN NATIVE RED ALDER BY *Major Line***

Here's where the sale is made. Here, in the kitchen, is the high point of owner pride...the place to feature cabinets of bright originality. The Country Kitchen, in Red Alder with the soft glow of its Salem Nutmeg finish, gives a new richness which no other wood can duplicate. Its deep, dark beauty accents both traditional and modern design...combines handsomely with other woods as well as plastics, wall coverings and ceramics.

The Country Kitchen is constructed in the true tra-

dition of old-country cabinetry with careful attention to detail. Each unit is finished to perfection, packaged separately and is ready to install on delivery complete with antique copper hardware. Red Alder features the hardwood durability and gorgeous graining you normally expect only in fine furniture.

Let her feast her eyes on a Major Line Country Kitchen and the sale is made. What's the price? This will surprise you. The Country Kitchen costs less than Birch!



Country Kitchen units are available in the same wide range of sizes and types as Major Line's famous Birch cabinets. See both the Country Kitchen and the Birch Kitchen at your dealer's or

SEND FOR SAMPLES TODAY

Major Line PRODUCTS CO., INC.

120 6th Avenue North, Seattle, Washington



New...Natural Beauty!



PRECAST TERRAZZO TILE

FOR LIFETIME USE
AND LASTING SATISFACTION



FOR HOMES

PATIO DEN
LIVING ROOM
BATHROOMS



FOR PUBLIC BUILDINGS

HOSPITALS
SCHOOLS
HOTELS



FOR BANKS, THEATRES, CHURCHES

ASK YOUR
BUILDING SUPPLY DEALER
about BELLO — or write for
TRU-color brochure
and specification
sheets.

Several choice
distributorships are
currently available in
the Southwest and West.
Interested parties are
invited to investigate

The NEW decorative surfacing
material made in the age-old
Italian process . . . now in
new pre-cast form for quicker
mess free — no grinding installation, and
simplified handling for greater economy.

Easily installed over cement, wood, etc.;
BELLO PRECAST TERRAZZO
is ideal and unique for
both interior and exterior settings.

Here at last is the
'mess-less' terrazzo, architects,
builders and contractors
have sought.

YES there is a
BELLO PRECAST TERRAZZO TILE
for every use
and every building need!

Available in 2 mirror polished sizes

12" x 12"
16" x 16"

in 30 basic colors,
or to your specifications.

A product of Puerto Rico Marble Industries

THE **HAVES** CORPORATION 1105 Jericho Turnpike, New Hyde Park, N. Y.

American Builder

SPECIAL WESTERN SECTION

Western Views

By BILL RODD

▼ **REMODELING** is big business for members of the Los Angeles BCA. According to a survey, volume reached \$30,000,000 in 1958 and a majority of all builders participated—not just remodeling "specialists." Eighty percent of the work was adding a room or rooms to houses. The balance consisted of other types of remodeling on homes and commercial buildings. Most contractors reported that a very large amount of personal time is required for estimates, expediting and field supervision. However, they also reported a profit of around 25% on gross sales.

▼ **PORLAND HOME SHOW** to run for 100 days. By tying in with Oregon's Centennial Exposition and International Trade Fair, builders will get more than 120 times their usual audience and for ten times as long. In addition, the builders will have a "Home of the Future," and their show will occupy a large amount of space in the main building. Six to eight million visitors are expected at the Fair which opens June 10.

▼ **USE TRACT METHODS TO CUT COSTS ON LUXURY HOMES.**

After building 3,615 low-and medium-priced homes since 1949, Hirsh-Edmunds Co. of Los Angeles decided to pull out of this market. The reason: high land costs, improvement costs and building costs priced them out. Turning to upper bracket homes for which the company feels there will always be a stable market, it found that many of its mass production techniques and practices enable cutting costs on the \$55,000 to \$60,000 homes the company is now building. Hirsh-Edmunds does its own designing with a view to duplication of certain components. Types of power equipment which many small custom builders do not own are also used. The company furnishes its own interim financing, thus saving a considerable sum on each house, and accepts a markup much lower than usual for custom building.

▼ **TIPS FOR THE REMODELING CONTRACTOR** from the BCA Modernization Council. Don't kid your customer about the length of time the job will take, or the mess which will be created. If customers are told in advance what to expect, they have no just basis for complaint when

WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.

ADVERTISING REPRESENTATIVES

Fred Klaner, Jr. Brad Erickson
1151 W. 6th St., Los Angeles 17
Lewis Vogler
244 California, San Francisco 4
L. B. Conaway
1220 S. W. Morrison, Portland 5, Ore

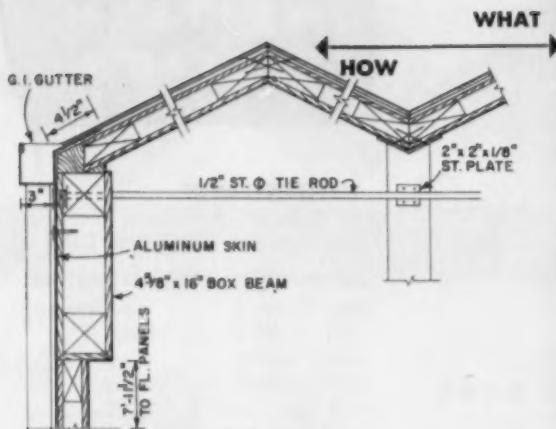
you banish them from the kitchen for several days. When the job is completed, a dozen red roses for the lady—or a Mixmaster—will help build satisfaction which means referral business.

▼ **TACOMA HBA** changes program chairman each month. By appointing a different chairman each month to secure speakers and arrange programs, president Ralph Peltier gets a fresh approach which insures variety. Sounds like a good idea.

▼ **BUILDER EQUIPS** 20 homes with gas air conditioning. Crofton Cooper, Anaheim, Cal., builder, won the distinction of placing the biggest order to date for the Arkla-Servel year 'round air-conditioning units. He signed up for them for every home in his new development, The Arches.

▼ **NEWEST OF WESTERN NEW PRODUCTS** are on p. 38F. Take advantage of this opportunity; you'll see what's in store for you in 1959. If you want more information on any of the products shown, circle the reply card on page 130.

WESTERN SECTION, continued

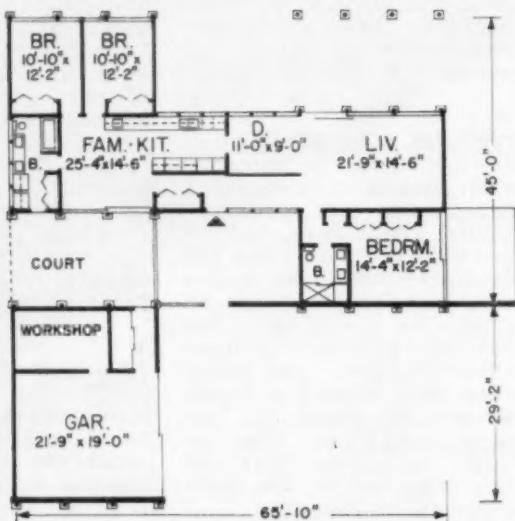


TWO plywood skins, nailed and glued to a frame, make up the panels of the folded-plate roof. The inclined surfaces act together as a beam. Conventional framework is not needed. Exterior is Fiberglas cord by Certain-teed.

MODULAR PLANNING made it easy to include a separate children's courtyard, a family living area, and a patio off the master bedroom. Note the deep entry and the SCR brick wall. Garage is matching Norman brick.



Put up your roof in one day:



GOOD ZONING: house is divided into a children's wing and adult's wing. Opening the sliding wall between dining room and entry provides a 15x30' entertainment area. Traffic pattern allows direct entry to any part of house.



here's a new way to cut costs

The folded-plate roof: it's new, it's going places, and it will help you cut construction costs.

Although the roof has been used in commercial structures, this is the first application to a private home. The house is the Wedgwood Home of Tomorrow, built by Wedgwood Homes, Portland, Ore.

Advantages are: first, the roof can be erected in less than one day—an important savings in labor costs. Second, there's less material in its surfaces and fewer supporting members. This system eliminates the need for conventional framing.

Each folded-plate roof section is built up from two rigid stressed-skin panels. The panels actually are two plywood skins nailed and glued to both sides of a light wooden framework. Each of the folded plates spans up to 20'. Lengths vary to 31'.

The outward thrust of the roof is taken across the end walls. Because each panel acts as a rigid member there will be no deflection across its length.

Douglas Fir Plywood Assn. did all the engineering research. The Diamond Lumber Co. in Tillamook manufactured and insulated the roof. When completed, it was trucked to Portland for erection.

From the exterior, the roof gives the house interesting lines, and a light airy appearance. Inside,

it creates the effect of a beamed ceiling. The ceiling's broken surface also provides excellent acoustics.

Cost savers for the house didn't stop with the roof. Careful planning and designing allowed the builder to cut on other items.

- A 6" SCR brick wall does the job of more conventional double brick walls. It effects a savings of roughly 35%.

- Modular planning allows off-site fabrication, saves on building time, and permits more flexibility in the plan.

- Dry-wall construction speeds erection and prevents excess moisture in the house.

The money saved bought these extras:

A Roman tiled tub and shower; a large master bedroom suite; three outdoor living areas and an entry court; automatic wiring, lighting and timing controls, and deluxe appliances.

The house sells for \$35,000. Some products used: Alcoa siding; Mulino windows; Kwikset hardware; Formica kitchen counter tops; Columbia garage doors; Collins hot water heater; Delco furnace; Alliance-Ware plumbing fixtures; Pryne and Nutone fans.



Western New Products

For more information on products shown,
turn to reply card on page 130

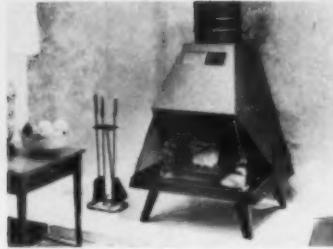


Hardboard works like wood

A temper-treated, sealed hardboard panel comes $\frac{3}{8}$ " thick. It is specially designed for exterior use. It can be sawed, planed, routed, sanded, drilled and nailed like wood. Unlike wood, it has no grain, knots, splinters, doesn't check and has no glue to dull saws.

► Forest Fiber Products Co.

Circle No. J376 on reply card, p. 130



It's easy to install

A prefabricated fireplace made entirely of metal, the Planet FIRE-HEARTH, requires no masonry or brickwork. Comes in two models: a free-standing style, for floor-to-roof installation, and a wall-mounted version, for easy attachment to any existing chimney.

► Condon-King Company.

Circle No. J378 on reply card, p. 130

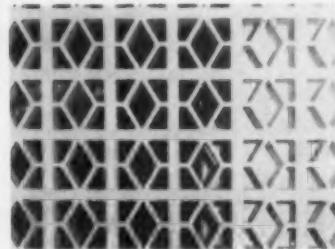


Vanity is wall-hung

"Fashionettes" wall-hung vanities are bathroom-sink and pullman-cabinet fixtures, ready for installation. They have fully formed one-piece counter of Sani-Top's Monoform design. Available in 30", 42", 54" and 72" lengths, all $22\frac{1}{2}$ " deep. There are matching medicine chests too.

► Sanitop, Inc.

Circle No. J381 on reply card, p. 130



Screen cuts a/c needs

New ceramic Solar Screen serves to break the heat of the sun falling directly on a building, reducing the requirements on an a/c unit. It also permits the designer to break external home lines. It is available in natural red and other colors and various designs.

► Gladding, McBean & Co.

Circle No. J377 on reply card, p. 130

Adds new beauty underfoot

"Vyon," a modern formula for vinyl floor covering is tough, easy to take care of, has less "show-through" of sub-floor. Available in eight patterns. One, "Classic," comes in standard gauge rolls on felt in 6' widths.

► Fibreboard Paper Products Corp.
Booth No. 303—Hilton.

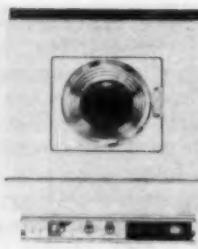
Circle No. J379 on reply card, p. 130

Heating/air conditioning

New "Airtrol" equipment provides complete air control for both heating and air conditioning. Compactness of equipment saves time, floor space. In 80, 100, 120, 140 thousand Btu sizes for use with 2-5 ton air-conditioning.

► Holly-General Co.
Booth Nos. 209-210—Hilton.

Circle No. J380 on reply card, p. 130



One operation washes, dries

A combination gas washer and dryer washes-dries in one complete, continuous operation. Clothes are treated gently at all times. There's no over-drying with this unit. It automatically provides the correct drying temperature and time for each type of fabric or amount of clothes.

► O'Keefe & Merritt.
Booth Nos. 370-371—Hilton.

Circle No. J382 on reply card, p. 130

Now we're speeding Cemex to Western builders!

MULTI-PURPOSE, PORTLAND CEMENT-
BONDED, WOOD FIBER BUILDING
SLABS DELIVERED TO YOUR
JOB-SITE OVERNIGHT



CEMEX installation in St. Olaf's Lutheran Church, Fort Dodge, Iowa. Architect, Frank W. Griffith; contractor, Glenn Walker & Co. Slabs were left exposed to take advantage of their decorative and acoustical qualities.



Cemex roof-deck
slabs go into
place quickly
and easily

Engineering consultation service
without obligation

In the past 12 years CEMEX has proved itself in nearly 1300 commercial, industrial and educational structures. Its *acoustical* qualities hush noise; its *insulation* ability protects against temperature extremes; its *structural* strength can even support load-bearing walls! CEMEX is ideal for roof decks, exterior walls, interior wall linings, ceilings and partition walls. CEMEX is easily installed by any competent contractor.

Now from its new Arizona plant, CEMEX can be delivered to nearly every Western point within 24 hours. If CEMEX is new to you, call or write for facts!

CEMEX® of Arizona, Inc.

Sales División: 8949 Sunset Blvd.
Los Angeles 46 — Telephone CRestview 6-6236

Just mail us this coupon, and we'll ship you a CEMEX sample by return parcel post.

Your name _____

Firm name _____

Address _____

City _____ Zone _____ State _____

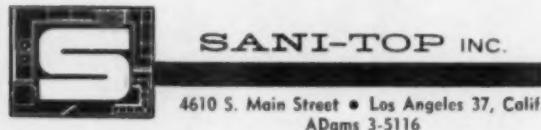
SMARTEST and most practical SINK AND PULLMAN FIXTURE

Fashionettes
wall-hung vanities

Tract builders, single-home builders, remodelers and decorators—all appreciate the custom-style look, the surprising economy of wall-hung FASHIONETTES. Fully formed one-piece Formica tops. Cabinet sides and drawer facing in Formica woodgrains or decorator colors. Sliding doors of durable, decorative Fiberglas.

MATCHING MEDICINE CHEST (optional)

Write, wire or phone for descriptive literature.



FASHIONETTES are engineered for quick, simple installation. Sizes and models to suit all needs. From 30" to 72". Single and double bowl styles. Prices that win instant favor.

MAN...the PROFITS are TERRIFIC
...with...

THIS DRAMATIC...
YEARS-AHEAD APPLICATION OF ELECTRIC
BASEBOARD HEAT SELLS ITSELF

From Oregon to Maine — From California to Texas—FUTURA Baseboard Heat Installations are ringing up big dollar profits.

FUTURA sets the pace in . . .

- SLIM MODERN DESIGN
- ECONOMY OF INSTALLATION AND OPERATION
- EFFICIENCY
- QUALITY OF CONSTRUCTION
- SAFETY

lengths from 4 to 12 feet wattages from 750 to 2750

Futura

FOR FULL INFORMATION CLIP & MAIL

Name _____

Address _____

City _____ Zone _____ State _____

Architect
Engineer
Builder
Elec. Contr.
Home Owner
Other

ELECTRO PRODUCTS MFG. CO.
AB-1-59
8310 N. E. HIGHWAY 99, VANCOUVER, WASHINGTON



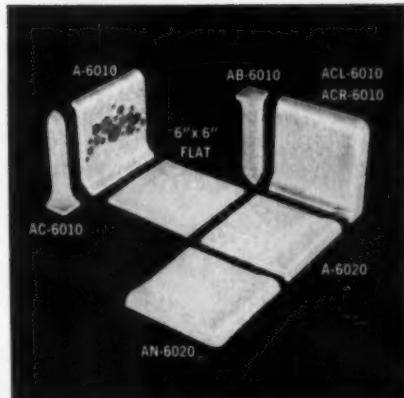
UNIQUE *uni-dek*[®] COMPLETE COUNTER-TOP IN A PACKAGE

THE NEW CERAMIC TILE COUNTER-TOP

This complete ceramic tile installation offers exclusive appearance. Fewer pieces to set. Greater economy because you can set same area for less cost. Adds value to any home. Great consumer appeal. Handsome, neat appearance. Only counter-top with exclusive Ceratile patterns on back-splash. Fewer grout joints make for easier cleaning.

Uni-Dek has one piece stretchers and angles—all in standard 6" X 6" size. Available in all RAMONA colors. Harmonizes with fixtures and appliances. Back-splash available in plain colors or patterns.

Free descriptive literature. Write or contact us.



PACIFIC TILE and PORCELAIN COMPANY

Manufacturers of RAMONA and CERATILE • 7716 East Olive Street, Paramount, Calif.
NEvada 6-3233 • MEtcal 3-1195

Serving the West for over a Quarter Century

Showroom and Sales: Hollywood, North Hollywood, San Diego, Palo Alto, Fresno, Phoenix, Salt Lake City, Odgen, Seattle, San Antonio and Houston
Member of Tile Council of America, Inc. and The Producers Council, Inc.

20-1



whether outside or inside . . . walls, planters, chimneys, fireplaces, patios or as garden accents

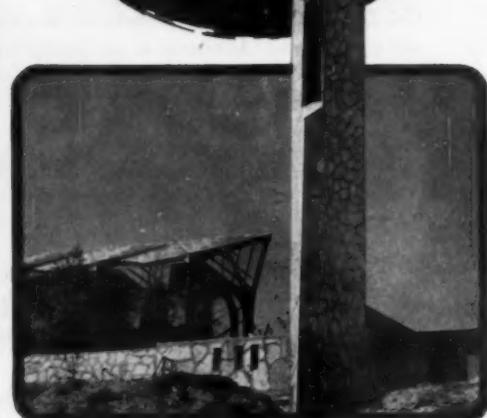
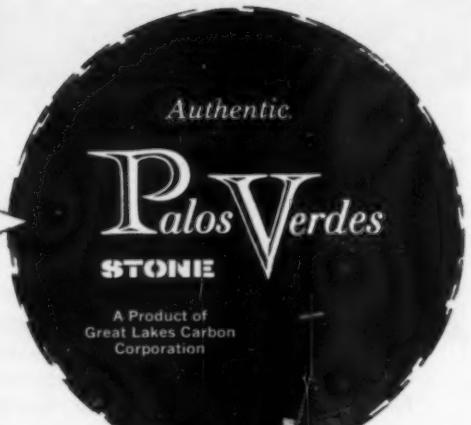


*... nothing else adds so much extra distinction,
so much more beauty, at so little extra cost.*

FOUR DIFFERENT TYPES OF PALOS VERDES STONE ARE AVAILABLE
For free illustrated catalog write to Service Dept., Palos Verdes Stone Dept.,
612 South Flower St., Los Angeles 17, California



As shown in many distinguished buildings . . . churches, residences, public buildings, commercial and industrial structures . . .



There's a built-in for any priced home you plan to build...in the complete new line of

General Electric *Builder-designed* Ovens and Cooktops



For a distinctive kitchen: Custom double-oven in new, non-tarnish copper-finish; cooktop with controls at eye-level . . . built into hood with exhaust fan and floodlight.



Dramatic beauty for any kitchen: Custom automatic oven in Turquoise Green. Matching cooktop has remote push-button control for wall or cabinet installation.



Give low-cost kitchens automatic convenience plus colorful eye-appeal with automatic deluxe oven and cooktop in sunny Yellow. Also in Pink, Turquoise, Brown, White.



For the ultimate in beauty and convenience: Two complete ovens in minimum space. Ovens and cooktop in Woodtone Brown; the ideal unit for custom-built homes.

GENERAL ELECTRIC

Builder-designed.

★ Choice of... single ovens... double ovens ★ The newest automatic features ★ 2- and 4-unit cooktops

New!

TWO FULL-SIZED OVENS THAT INSTALL AS A SINGLE UNIT!

This G-E Double-Oven is *one-piece*—slips into single opening—uses only one conduit connection. Each oven has its own automatic timing, broiler, floodlight; top oven has rotisserie and meat thermometer. Controls for both ovens on single, eye-level panel. Both oven doors slide off.



... new models for every priced home!

- ★ Pushbutton controls
- ★ Fast, fully enclosed units
- ★ 4 colors plus white, copper-finish, satin chrome

New!

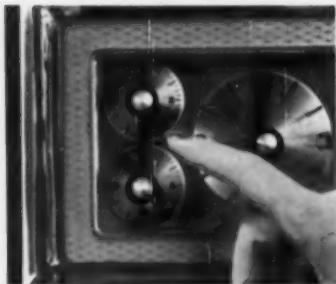
DE LUXE EXHAUST HOOD HAS EYE-LEVEL COOKTOP CONTROLS!

PLEASE OPEN

Pushbutton controls for this cooktop are at eye level—built right into the copper-finish hood—always easy to see and reach! The hood contains a quiet, powerful exhaust fan which is easily removable for cleaning; built-in lamp floodlights the entire cooktop area.



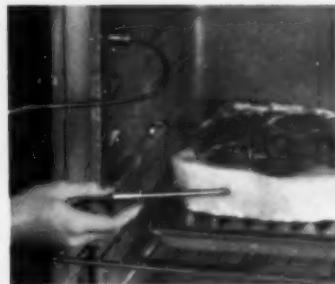
... with features you'll find easy to talk about



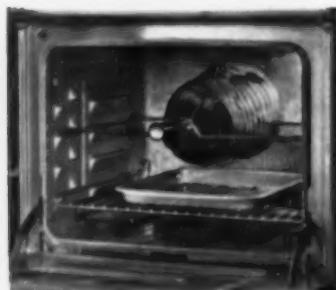
Automatic Oven Timer that's as easy to set as a clock! Set *start* time on top dial . . . set *stop* time on bottom dial. Cooks meals while you're out.



Removable oven door makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.



Meat Thermometer takes guesswork out of perfect roasting or broiling. Dial the degree of "doneness" you want . . . buzzer sounds when meat is ready.



Automatic rotisserie barbecues a 20-lb. roast! Stainless steel spit. Removable, sure-grip handle lets you handle hot spit safely and easily.



Big 21" wide-opening oven has sturdy platform door. Gives room enough for complete oven meals; you can even bake four pies on one shelf.

Plus these important features:

- **Focused-Heat broiler** for "charcoal type" broiling.
- **Built-in oven vent** keeps door and controls condensation-free.
- **Automatic oven floodlight** . . . recessed into oven wall.
- **Separate minute timer** . . . sets from 1 to 60 minutes.
- **Eye-level controls** . . . with large, easy-to-read dials.
- **Picture-window oven door** . . . overwhelming preference of women.
- **Extra hi-speed units** for clean, safe, dependable cooking.

They mix 'n match!

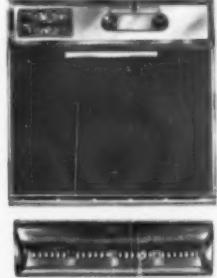


Custom Double-Oven Model J-780; Cooktop J-890 with controls built into hood. The perfect combination for custom installations.

Mix or match ovens and cooktops in like or contrasting colors! Ovens in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Copper finish, Satin Chrome. Cooktops in all colors and stainless steel.



De Luxe Oven Model J-720; Integral control cooktop J-820 offers smart styling, automatic features and fast, low-cost installation.



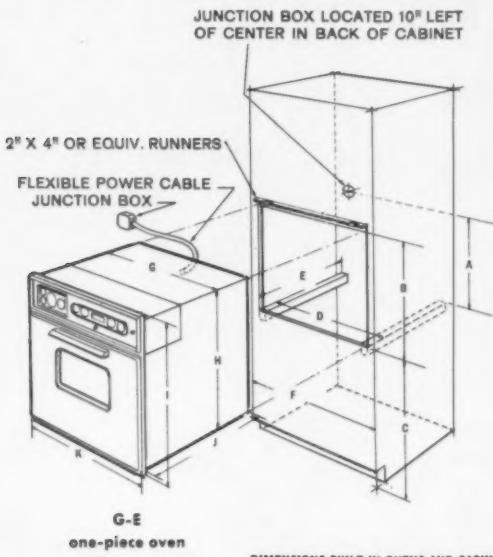
Custom Single Oven Model J-750 and remote-control cooktop J-850 combine truly modern features with the most advanced styling.

Model J-802—2-unit cooktop with remote controls. In stainless steel. Use in pairs or with 4-unit cooktop for flexibility and convenience.

Built-in news that will rock the industry

NEW

New, simpler, quicker installation!



G-E
one-piece oven
installs in minutes

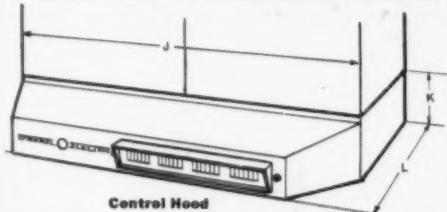
No assembly needed. Oven comes from the factory complete, ready to slide into wall opening or 27-inch wide cabinet. No knobs or trim to remove or replace. No time or labor needed for complicated electrical connections—just one simple conduit to attach. Installation in minutes.

DIMENSIONS BUILT-IN OVENS AND CABINET

MODEL	J-729-J-722-J-724 J-780-J-782-J-784	J-780-J-782-J-784
A	23"	43½"
B	24½"	44½"
C	34½"	14½"
D	25"	25"
E	23½"	23½"
F	27"	27"
G	24½"	24½"
H	24"	44¾"
I	25½"	45¾"
J	22½"	22½"
K	26"	26"

COOKTOP DIMENSIONS

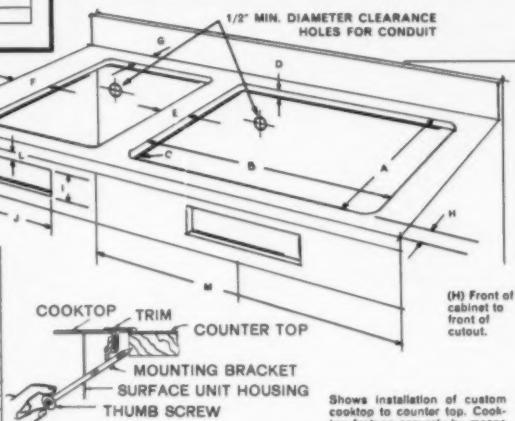
MODEL	J-802	J-820-J-822	J-880-J-882	J-880-J-882
A	21½"	21½"	21½"	21½"
B	16½"	30½"	30½"	30½"
C	5½"	5½"	5½"	5½"
D	12½"	26½"	26½"	26½"
E	81½"		15½"	
F	43½"		4½"	
G	4"		4"	
H	3½"		3½"	
I	3½"		3½"	
J			J 25½"	
K			K 5½"	
L			L 18"	



FOR COMPLETE SPECIFICATIONS
and installation information, contact your local G-E distributor or write Range Department, General Electric, Appliance Park, Louisville 1, Ky.

DIMENSIONS FOR BASE CABINET OPENINGS

MODEL	J-802	J-820-J-822	J-880-J-882	J-880-J-882
A	25½"	26½"	26½"	26½"
B	15½"	29½"	29½"	29½"
C	13½" RAD	13½" RAD	13½" RAD	13½" RAD
D	15" MIN	12½" MIN	12½" MIN	12½" MIN
E	13½" MIN	13½" MIN	13½" MIN	13½" MIN
F	13½" MIN	13½" MIN	13½" MIN	13½" MIN
G	13½" MIN	13½" MIN	13½" MIN	13½" MIN
H	13½" MIN	13½" MIN	13½" MIN	13½" MIN
I	4½"	4½"		
J	71½"	14½"		
K	1½" MIN	1½" MIN		
L	1½" MIN	1" MIN		
M	36" BASE CAB	36" BASE CAB	36" BASE CAB	36" BASE CAB



Shows installation of custom cooktop to counter top. Cooktop fastens securely by means of counter grippers.

From carton to cooking in 32 minutes!

G-E Ovens and Cooktops are *engineered* for easy installation.



One-piece drop-in cooktop has built-in pushbutton controls . . . no separate control panel to mount. Fits flush with counter top.



Six thumb screws to tighten . . . one conduit to connect . . . done! Oven and cooktop installed by The Eagles Co., Louisville, in less than 32 minutes.



One-piece oven slides into wall opening or 27-inch cabinet. Comes from factory ready to install—no knobs or trim to remove or replace.

And now →

Built-in news that will rock the industry

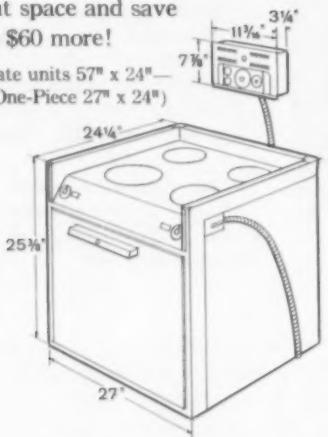
NEW General Electric ONE-PIECE Built-in Range

Offers built-in glamour
at installation savings
up to \$100!*

And saves 5 square feet
kitchen space!

- Space to add a feature
- OR cut space and save up to \$60 more!

(separate units 57" x 24" —
G-E One-Piece 27" x 24")



Builder-designed
to give these installation
cost advantages:

Single conduit connection . . . **SAVE** up to **\$25.00**

No oven cabinet needed . . . **SAVE** up to **\$45.00**

No cooktop base cabinet needed . . . **SAVE** up to **\$20.00**

No waste in counter-top covering . . . **SAVE** up to **\$20.00**

\$110.00

Less base panel below oven of G-E
ONE-PIECE . . . **NET SAVINGS** **\$100.00**

*Savings approximate. They will vary with local material, equipment and labor costs.



It's the biggest news of the year for builders! This new G-E One-Piece Built-in Range is a de luxe large oven and dropped 4-unit cooktop, all in one piece to reduce your installation costs!

Quality features for consumer acceptance:

- Big-capacity oven
- Removable oven door
- Focused-Heat broiler
- Automatic Oven Timer and Minute Minder
- Hi-speed pushbutton units and master indicator light
- Fully enclosed bake and broil units
- Available in Pink, Turquoise, Yellow, Brown, White

GENERAL ELECTRIC





BIG, GLASSED-IN gable end is the focal point of the luxury model in the new Scholz series.

PREFAB PREVIEW FOR 1959

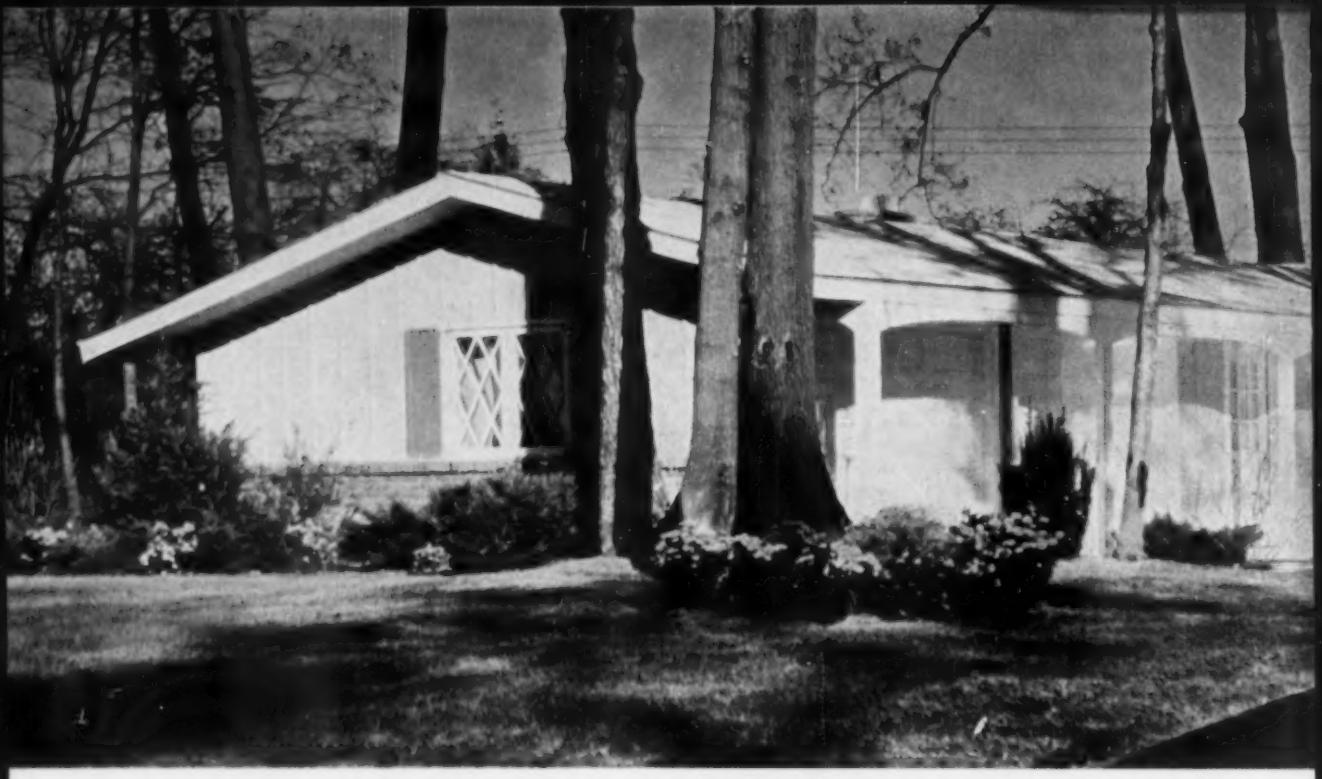
Here's one new design that covers four big price ranges

Don Scholz has always made news with his prefab designs, and 1959 will provide no exception. For the second year in a row, Scholz has taken one basic design and applied it to a whole series of new houses.

Says Scholz: "This new series is a combination of the features we've found to be best sellers over the past two years. Most of them have been used in our higher-priced lines until now. In the new Mark 59 series we've dropped them into a

price range that should find a much bigger market."

The big difference this year is indeed price. Last year's Mark 58 series started at \$30,000 and went into outer space. The Mark 59 starts at around \$15,000, depending on the area and the builder's volume, and goes up to about \$30,000. This is the so-called "medium" price class, generally the most stable of all, and the one most built in by the smaller builder. Scholz's new line will give builders the whole range of this important market.



"MARK 59" IS TYPICAL of Scholz Homes' designs. Roof is low in pitch with big overhangs.

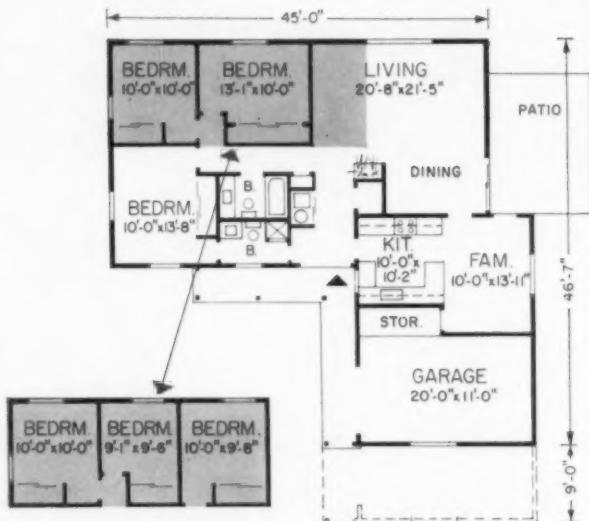
You can stretch this styling



Model A, 1,150 sq. ft.

\$14,000—\$17,000, with land

SMALLEST MODEL in the new series, this house still retains the most important features of its bigger brothers. Circulation is excellent, informal living area is well handled. Note the big storage area in garage.



Model B, 1,150 sq. ft.

\$18,000—\$20,000, with land

INCREASE IN SIZE in the Model B is made in the bedroom section. By extending it out an extra seven feet, all three bedrooms are enlarged, living room picks up another five feet, and there is space for two full baths.



Styling is fundamentally California ranch, but finishing touches are colonial in character.

to fit any of these plans



Model C, 1,150 sq. ft.

\$23,000—\$28,000 with land

BIGGEST BASIC PLAN is the Model C, which is some three feet longer than the next smaller house, has a two-car garage. All models except the smallest have optional four-bedroom layout, as shown in red shaded area.



Model D, 1,550 sq. ft.

\$23,500 and up, with land

LUXURY MODEL has the cathedral ceiling and glass gable end shown on the opening page, is otherwise the same as Model C. Additional extras, like pool and fireplace, can run price up into the \$30,000 range.

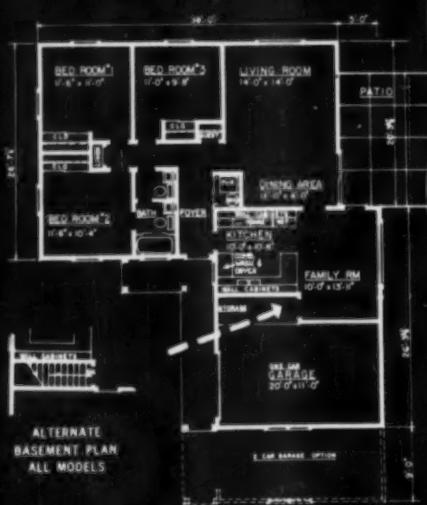
THE SCHOLZ

Mark 59

"HOUSE OF THE YEAR"

Again, SCHOLZ HOMES and America's leading building industry manufacturers bring to the nation's builders and homebuyers the newest products from their research and development programs presented in the greatest nationwide promotional program in the history of home building.

**YOU CAN BUILD THIS HOUSE...
IN YOUR COMMUNITY, AND HERE IS WHY YOU SHOULD!**

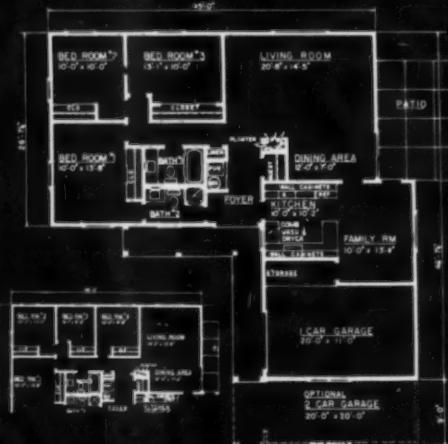


"A" MODEL
\$14,000 to \$17,000
including land

"B" MODEL
\$16,000 to \$21,000
including land



"C" MODEL
(conventional ceiling)



"D" MODEL
(studio ceiling)
\$22,000 to \$30,000
including land

THIS PROGRAM IS SO GOOD... YOU CAN'T AFFORD NOT TO BUILD THIS HOUSE!

1. **80% construction loan financing, you tie up no cash of your own.**
2. **Priced from \$14,000 to \$30,000 in 3 size ranges. (including land)**
3. **A buildout cost at approximately \$9 per square foot.**
4. **The most complete program to sell builders' houses in the history of home building outlined on following pages:**



THE *Mark 59* PROVIDES

"America's most exciting homes" require the dramatic, clean lines, the rich custom styling of America's most distinctive garage doors... by Crawford, of course. For Crawford offers a door model to harmonize with every style of architecture, custom design to enhance any decorative motif, a size to fit any opening. Add to this eye-appealing beauty a smooth, silent, effortless action that makes a Crawford door a pleasure to operate, and you can readily appreciate why Crawford garage doors were selected for the "House of the Year"... and why Crawford should be your choice too.



SCHOLZ HOMES are now available everywhere in the United States from one of eight plants near you. CALL, WIRE or WRITE us in Toledo immediately.

The Mark 59 will also be on display at the Chicago Show. See us there. 3rd floor Hilton.

Scholz Homes Inc., 2001 N. Westwood, Toledo 7, Ohio, Phone JE 1-1601

Please forward a copy of the new SCHOLZ DESIGN COLLECTION and have your field representative call on me to explain the Scholz Project Participation Program.

BUILDER'S NAME _____ (please print)

ADDRESS _____ (please print)

CITY _____ A-B, J STATE _____ PHONE NO. _____

THE SCHOLZ



YOU CAN BUILD THIS HOUSE...
IN YOUR COMMUNITY, AND HERE IS WHY YOU SHOULD!

1. 80% construction loan financing—
you tie up no cash of your own!

THE
Mark 59

features
the products of:



ALWINTITE

the line that offers

PLUS VALUES

The comfort and convenience of modern, trouble-free living is additionally assured with ALWINTITE Aluminum Sliding Windows by General Bronze Corporation . . . Windows which are recognized by builders and home owners for their many "PLUS VALUES".

Carefully designed and precision made, they offer visible evidence of quality construction. Flash-welded frames give extra strength and rigidity to these easy-slide windows.

Home buyers also appreciate their fine performance and beautiful appearance. The name and reputation of General Bronze for quality building products stands behind every ALWINTITE Window.

MASONITE
CORPORATION

Here are exterior walls that will remain carefree in so many ways, year after year. With today's exciting range of materials—like the Masonite® Siding products you see here—all the old limitations are off. The way is cleared for your home to express more of you . . . to boast a personality all its own.

There's no thought of splits, splinters or cracks—now or ever. These hard, dense panels take paint like a dream . . . stand up to wind and rain . . . require so little up-keep you'll find it hard to believe. A truly fine contribution to the modern carefree manner of living are these fresh new siding products by Masonite.

**THIS PROGRAM IS SO GOOD...
YOU CAN'T AFFORD NOT TO
BUILD THIS HOUSE!**

- 2. Priced from \$14,000 to \$30,000 in 3 size ranges.**
(including land)



JOHNS-MANVILLE



ASPHALT ROOF SHINGLES

A superior asphalt shingle—gives full protection against the weather—furnished in colors of distinction that add to the luxury look of the Mark 59 Home.



WEATHERTITE SHEATHING

Adds structural strength to the home. Its high insulating qualities help keep the home more comfortable... reduce heating and cooling costs.



PRE-PRIMED ASBESTOS FLEXBOARD

Provides attractive exterior walls in authentic board and batten styling. Made of two minerals, Flexboard is rotproof, weatherproof and fireproof.

THE SCHOLZ

Mark 59
"HOUSE OF THE YEAR"

YOU CAN BUILD THIS HOUSE
IN YOUR COMMUNITY...AND THIS
IS WHY YOU SHOULD!

3. A buildout cost
of approximately

\$9 per sq. ft.



Celanese

Eye appeal is sell-appeal! Whether you're building the Scholz Mark '59 model home or another exciting model home, cover every inch with the beauty Celanese contemporary fibers can give. Drape the walls with fabrics of Celanese acetate for extra richness; use Celaperm draperies for colors that keep their clear beauty; let Fortisan provide the ultimate in elegance at the windows. Put Celanese Celaire, the new "life-set" twist carpeting used by leading manufacturers, over every inch of the floor to insure carpeting that is the epitome of luxury at a down-to-earth price.

Celanese® Celaperm® Fortisan® Celaire®

BROYHILL
Premier

Furniture by Broyhill Premier brings high fashion and a distinctive degree of prestige to this room in the Mark 59 "House of the Year". This style is one of several represented in the distinguished Broyhill Premier collection of correlated groupings for living, dining, bedroom and random areas in the home, and each style offers a choice from more than 100 color-fabric combinations created exclusively for Broyhill Premier by leading color authorities.

Advertised to millions in Life, Look, Living, Seventeen and Parade, and made by one of the world's largest furniture manufacturers.

**THIS PROGRAM IS SO GOOD . . .
YOU CAN'T AFFORD NOT TO
BUILD THIS HOUSE!**

4. OVER 13½ MILLION
prospective home buyers will
see your model locations with
major story and advertising
sections in:

- McCALLS
- LIVING
- HOUSE & GARDEN

PLUS, local break announcements on NETWORK TV SHOWS

dramatizing

THE

Mark 59

Virden Lighting adds the happy combination of

beauty, comfort and safety throughout the interior

of the dramatically new Mark 59 . . . creates night-time beauty on the exterior too.



Handsome styling, high-quality Virden Lighting in both contemporary and traditional designs compliment and add to the fine over-all Mark 59 decorative scheme. Provides, too, the necessary high level general lighting . . . dramatic feature lighting and concentrated localized lighting required to make this truly the "House of the Year".

Virden Lighting offers a complete selection of home lighting as well as fluorescent equipment for commercial and industrial use. For free catalog, write to the John C. Virden Company, Dept. SH, Cleveland 3, Ohio.



A TRIUMPH OF LOCK DESIGN . . . "First in fashion, finest in function", Sargent Residential Hardware combines simple, classic lines and rich decorative effects with lasting security. There are knobs, roses and finishes to suit the personality of every room. Available in gleaming brass, rich bronze, aluminum or chrome, with personalized and high-styled roses.



S A R G E N T & C O M P A N Y

HARDWARE MANUFACTURERS • NEW HAVEN 9, CONNECTICUT

Sargent Locks . . . "sign of a well built house"

THE SCHOLZ

Mark 59

"HOUSE OF THE YEAR"

YOU CAN BUILD THIS HOUSE
IN YOUR COMMUNITY... AND
THIS IS WHY YOU SHOULD!

5. The complete magazine feature story decorating package made available at cost and financed by Scholz Homes.



the general electric medallion kitchen

Hardly a woman can pass up this breathtakingly beautiful kitchen... especially designed for the Scholz home. Step-saving, work-saving, electrical servants that change chores into leisure... offer convenience unlimited to the housebuyer.

New G. E. "Straight-line" appliances give you the look of built-in kitchens without built-in expense. A General Electric Range, with 21 inch master oven, makes cooking a breeze... fast, clean and safe. A G. E. Straight-line design Refrigerator fits flush against the wall and

Progress Is Our Most Important Product

GENERAL  ELECTRIC

lines up at front with cabinets for that built-in look. And the sink center comes complete with a G. E. undercounter Dishwasher featuring the Flush-away Drain... and a Super-Grind Disposal® that grinds and washes food waste away before it has a chance to become garbage!

All this, plus the Filter-Flo® Washer and Matching Clothes Dryer in a handy utility room.

Truly here's a kitchen that puts your house prospects in a buying mood... A General Electric Advance Design Kitchen.

Amtico
PERMALIFE
VINYL FLOORING

Here is the ultimate in flooring luxury and durability.

Enhancing any decor, Amtico Vinyl Flooring helps create handsome and distinctive settings.

Quiet and comfortable, it provides a lifetime of beauty

and wear... always looks new with so little care!

Amtico is all-vinyl... colors go through each tile.

There is no finer flooring on the market!

**THIS PROGRAM IS SO GOOD...
YOU CAN'T AFFORD NOT TO
BUILD THIS HOUSE!**

6. Direct contribution to your advertising program from the half million dollar fund set up by participating manufacturers.

7. Support of your advertising program by your local department or furniture store and utility companies.



Universal  Bundle

This beautiful new Mark 59 "House of the Year" has been made even more eye-appealing with the installation of Universal-Rundle bathroom fixtures. These lovely trend-setting fixtures by Universal-Rundle, are the latest in design. Scientifically color-matched fixtures— with gleaming, enduring luster... scratch, chip and stain-resistant. Here are lavatories with generous counter surfaces and anti-splash rims; expansive yet compact, bathtubs; water closets that operate ever so quietly.

For more than half a century Universal-Rundle has developed new and better ways to make U/R bathroom fixtures more beautiful, more efficient, more lasting. They're your assurance that you are using the World's finest bathroom fixtures.

This **Mark 59** bathroom

features the lush splendor of genuine Formica® laminated plastic.

On Vanity and walls the very newest and prettiest of Formica®

patterns called White Sequin assures long years

of wear with only damp cloth care.

Formica® is unharmed by boiling
water,—never requires finishing.

product of **CYANAMID**





LIVING ROOM of the Model D has cathedral ceiling, extra glass gables. Cost over the Model C, which has a dropped ceiling, is about \$300. If double glazing is used in the glass areas, cost is another \$450.



FAMILY ROOM view is taken from doorway into the living room. Fireplace, an optional feature, is flanked by big glass areas. Kitchen is to the right, entrance from garage and utility room is beyond it, also to right.

Scholz provides a fine house, backs it with a powerful promotion

To make sure that the Mark 59 Series gets the maximum in buyer exposure, Scholz has set up a co-operative builder-dealer program. The new series is scheduled to get both editorial and advertising coverage in three major consumer publications in May and June. So that his builders are in a position to take full advantage of all this publicity, Scholz is reserving the right to set the opening date for all of the new models.

Here are the highlights of the co-operative plan. Scholz Homes agrees to:

- Help the builder lay out the sites for at least three model houses and a sales office, and to lay out the first block of homes the builder sells from the promotion program.
- Help in securing first mortgages for the models, and supply enough additional financing so that the builder supplies no capital beyond the land cost.
- Supply a furniture package to the builder on a rental basis, with an option to purchase.
- Provide technical personnel to help secure the best possible subcontracts for the builder.
- Assist the builder with experienced sales personnel, and arrange for local merchandising.

For his part, the builder agrees to:

- Build and furnish three models, as requested, and present them in the most attractive and saleable way possible.
- Make the landscaping, the patio, and the exterior



MODERN KITCHEN opens into the family room. This, says Scholz, is fine with today's buyers; but the open planning that puts the kitchen and the formal living area together has been slowly losing popularity.

and interior color schemes conform to the pre-selected patterns that Scholz has designed for them.

- Set sales prices on all models on the basis of a maximum of 10% of the building cost for profit, and 5% for overhead, not including merchandising costs.
- Use FHA financing for models under \$25,000.
- Conduct an advertising program using a minimum of $\frac{1}{4}$ page a week in local newspapers, plus any necessary radio and TV time, for a minimum of six months from the opening of the project.

Several of the manufacturers whose products are being featured in the new houses are participating in the national promotion program. They are: General Electric Co., Johns-Manville Corp., Masonite Corp., Formica Corp., Universal-Rundle Corp., Sargent Hardware Co., Broyhill Furniture Manufacturing Co., Celanese Corp., General Bronze Corp., Crawford Door Co., and Amtico Tile Co.

For more information on the new Scholz models, circle No. J1, reader's reply card, page 130.

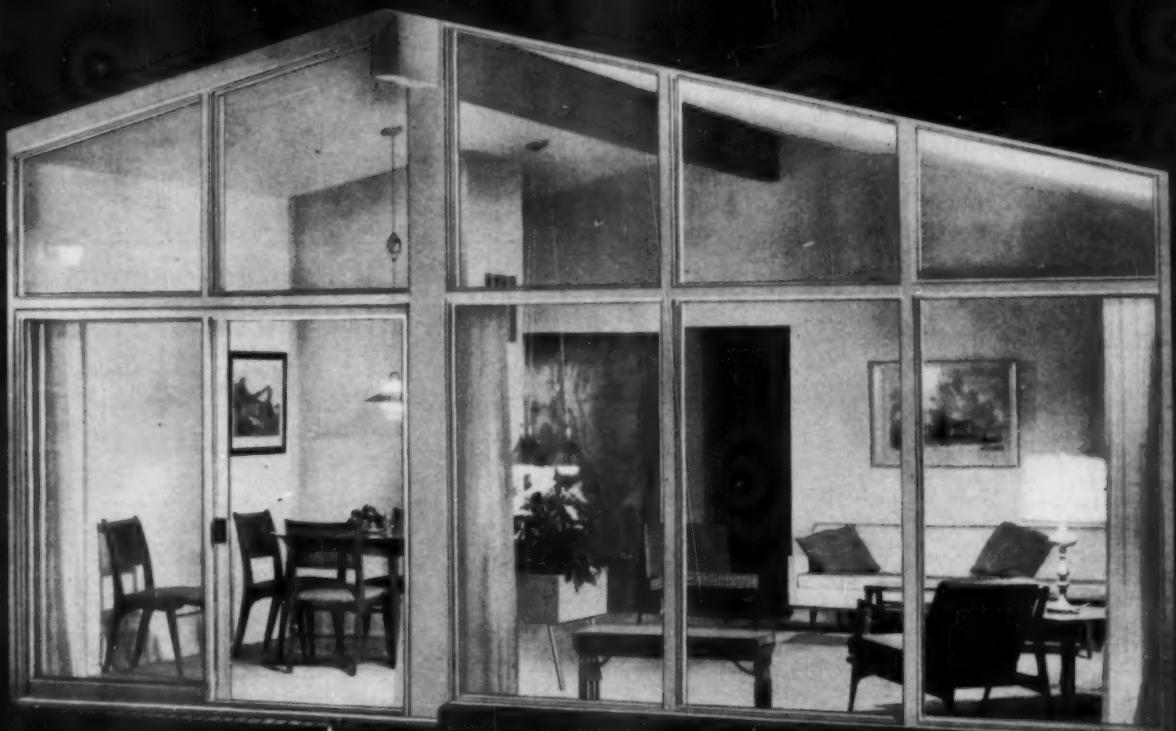
THE SCHOLZ

Mark 59

"HOUSE OF THE YEAR"

AGAIN FEATURES

Thermopane®



Ever since using it in a new home he built for himself over 10 years ago, Don Scholz has been sold on genuine L·O·F *Thermopane* insulating glass. In the Scholz Mark 59, as in all its predecessors, *Thermopane* is again a star feature in this gable window wall.

Television and magazine advertising and ever broadening use of *Thermopane* have made it widely known and universally wanted. Everyone visiting your Mark 59 model home will know *Thermopane* means warmer in winter and cooler in summer... protection from drafts and reduction of fogging... lower cost heating and air conditioning.

Another terrific Scholz feature!



Thermopane
INSULATING GLASS
LIBBEY·OWENS·FORD
TOLEDO 3, OHIO

a Great Name in Glass



Quality Building Specialties



Anodized Aluminum MAIL BOXES



700 Series

FREE

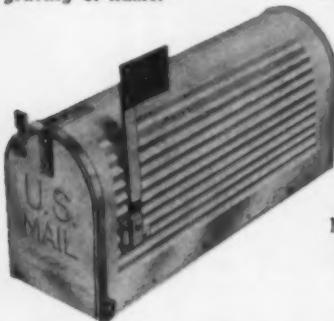
Engraved
Name Plate with
every box

Available in 5 exciting anodized finishes: gold lid on black box, black lid on gold box, black lid on black box, gold lid on gold box and anodized aluminum lid and box.



500 Series

Each M-D Mail Box has a blank name plate. An order form and envelope are inside the box. To "personalize" mail box, your customer returns plate to us for FREE engraving of name.



M-D Mail Box Holder
No. 44 for 4" x 4"
wood posts.



M-D Mail Box Holder
No. 150 for 1½" metal pipe.

M-D Rural Mail Boxes are available in 4 beautiful lifetime finishes that never rust or tarnish. Albras (brass color), Albright (chrome bright), Al-black (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U. S. Postmaster General.



Nu-GARD Automatic DOOR BOTTOM



Up automatically to clear carpet easily when door opens.

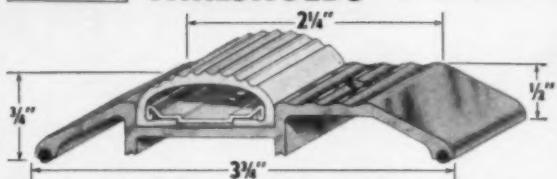


DOWN snugly against floor to seal out drafts when door closes.

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



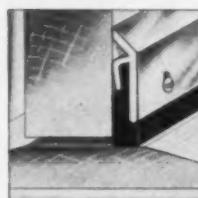
Extruded Aluminum THRESHOLDS with Vinyl insert



This beautiful vinyl-type threshold is available in either Alacrome or Anodized Albras finish. Albras is a permanent anodized color that will never tarnish—never needs polishing. Available 3 1/4" wide by 3/4" or 1 1/2" high or 1 1/2" wide by 1/2" high.

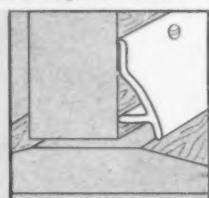


Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths. Packed 1 doz. same length to carton.



**M-D EXTRUDED
HEAVY DUTY
DOOR BOTTOM**

Extruded aluminum and felt door bottom—in natural or anodized finishes.



**M-D EXTRUDED
HEAVY DUTY DRIP CAP**

Extruded heavy duty drip cap—in natural finish or anodized finishes.

MACKLANBURG-DUNCAN CO.

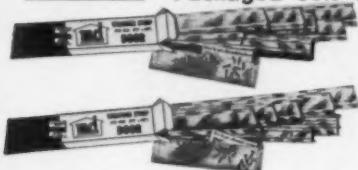
P. O. BOX 1197 — OKLAHOMA CITY 1, OKLAHOMA

are **BEST SELLERS** "in the house"



Numetal WEATHER STRIPS

Packaged Sets for Doors



AVAILABLE IN
STAINLESS STEEL
OR BRONZE

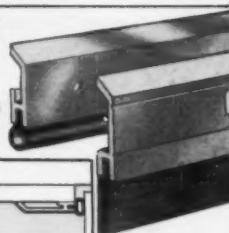
This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with any M-D threshold.



Jamb-Up DOOR WEATHER STRIP

EXTRUDED ALUMINUM & VINYL

Made of sturdy, extruded aluminum and tough, durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions.



Nu-WAY WEATHER STRIP



Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



CALKING & GLAZING COMPOUND

Nu-CALK

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or $\frac{1}{2}$ pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.



Nu-Glaze
You can use and recommend this glazing compound with complete confidence that it always stays put. Packed in $\frac{1}{2}$ pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb., 550 lb. drums.

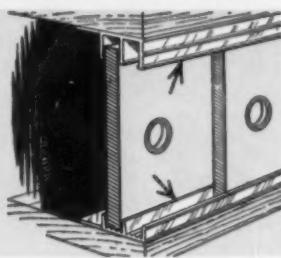
DEALERS Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

BUILDERS M-D products sold nationally by hardware, lumber and building supply dealers.

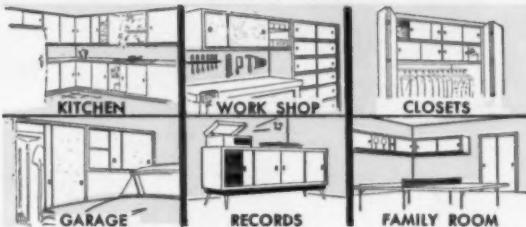


Aluma-Slide SLIDING DOOR TRACK

For $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " or $\frac{3}{4}$ " sliding panels of glass, plywood, masonite, pegboard. Aluma-Slide aluminum track sets can be used on any size cabinet. Fast, easy installation without special tools. In packaged sets with holes drilled, screws furnished and instructions.

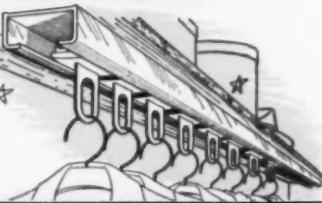


DOZENS OF USES



Shelf-Mounted CLOSET RODS

Here's a sturdy, extruded aluminum rod with nylon hanger-glides that slide easily. Completely packaged sets, in sizes to fit all closets.



17 magazines will carry
197,000,000 Messages

to your customers
about M-D products!

124 ads (some in 2 colors) will
cover the line of M-D products and
create store traffic for you!



Casual Random's beauty secret:

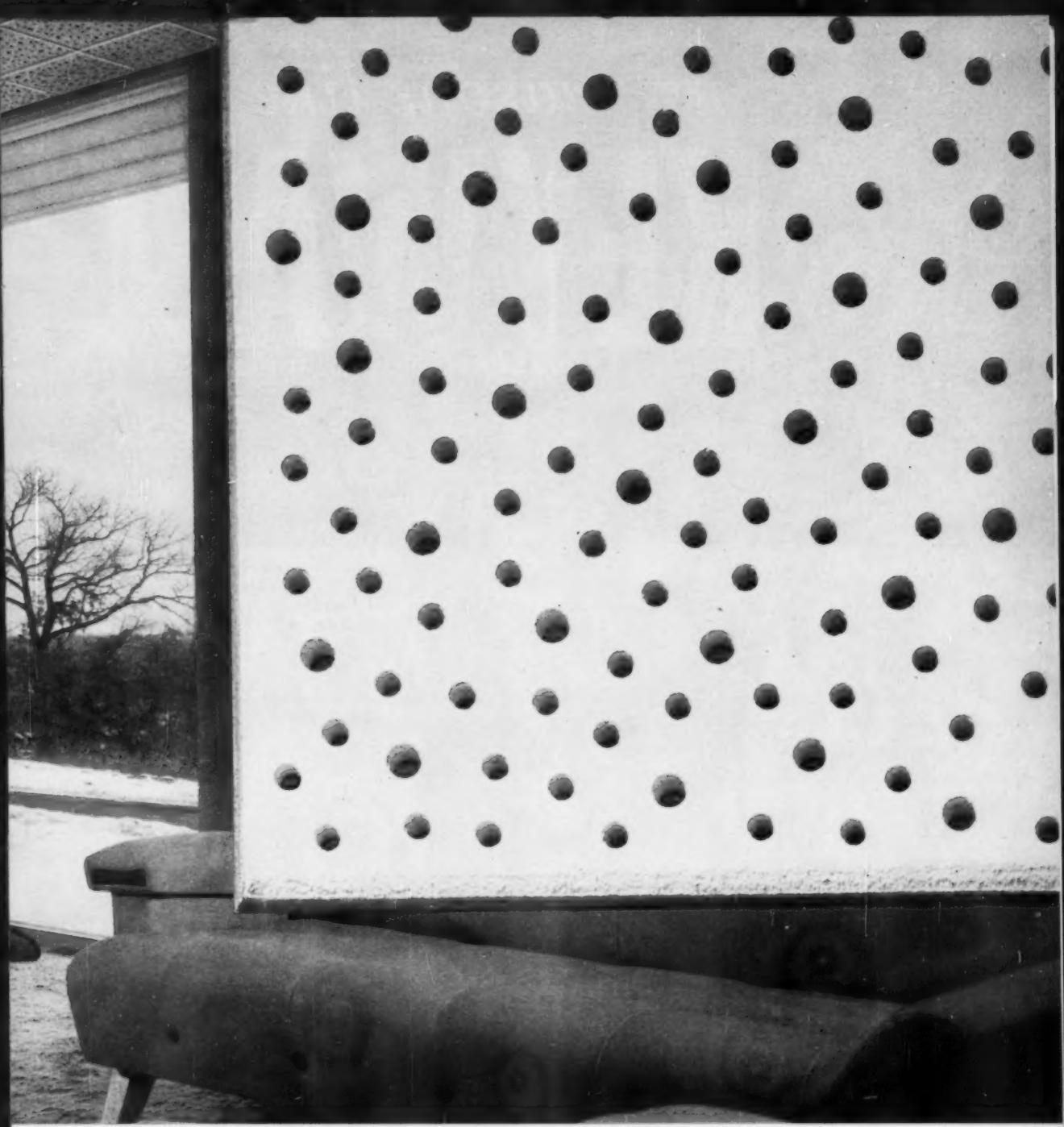
Not so very long ago, all drilled fiberboard ceiling tile—including Insulite—was produced with ordinary twist-type bits. So all tile had fuzzy, bewhiskered holes, sometimes badly clogged with fiber.

When Insulite switched to the use of costly core drills, ceilings finished with our new Acoustilite instantly showed a finely detailed, cleaner and more

handsome look. This sharp edged, cylindrical drilling makes a truly amazing difference—both in regular drilled Acoustilite and in our tremendously popular Casual Random pattern, shown above.

Hollow-core drilling is one dramatic difference in ceiling tile that every buyer can see at a glance. Show that difference to homeowners, to commercial

"...as clean as like."



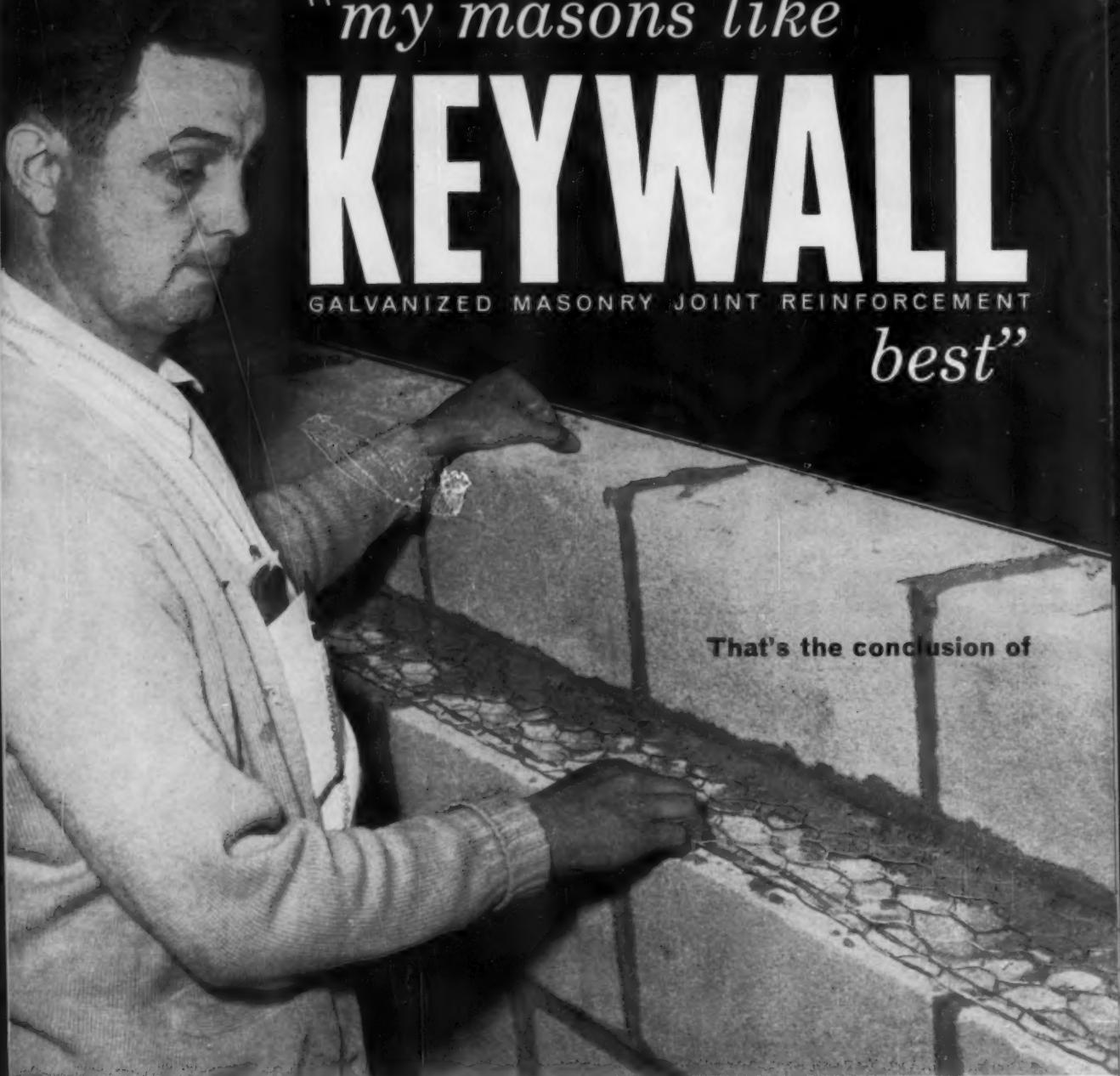
fuzz-free hollow-core drilling!

building owners, and to architects. Here's a marvelous extra-quality feature at no extra cost. It means more ceiling tile jobs for you . . . easier selling . . . and perfectly satisfied customers! For special information on Casual Random or any of the other fine Insulite ceiling tiles, write us—Insulite, Minneapolis 2, Minnesota.

INSULITE[®]
Ceiling Tile

Insulite Division, Minnesota and Ontario Paper Company,
Minneapolis 2, Minnesota

ACOUSTILITE IS A REG. T.M. U.S. PAT. OFF.



"my masons like

KEYWALL

GALVANIZED MASONRY JOINT REINFORCEMENT

best"

That's the conclusion of



The National War Company has 41,000 sq. ft. of floor space in its new headquarters in Skokie, Illinois. Ragnar-Benson engineers specified Keywall in every concrete-masonry course outside and as a tie for the brick facing. Keywall was specified in every other course for interior walls.



When partition walls are to be built later, Keywall may be cut to extra length to serve as a wall tie. Then Keywall ends may be moved out of the way until needed. Smooth edges of Keywall won't cut or tear hands.



Note how readily Keywall adjusts to variation in brick and masonry courses. Here it serves as tie between brick and block.

**Joe Alberti, masonry superintendent,
Ragnar Benson, Inc.,
Chicago Engineers-Builders**

Mr. Alberti, as well as his masons, is enthusiastic about this new joint reinforcement. Ask one, Joe Witty, for his opinion, "I'd use Keywall in my own home." Then ask Ragnar Benson designers, "We're specifying Keywall wherever masonry reinforcement is needed."

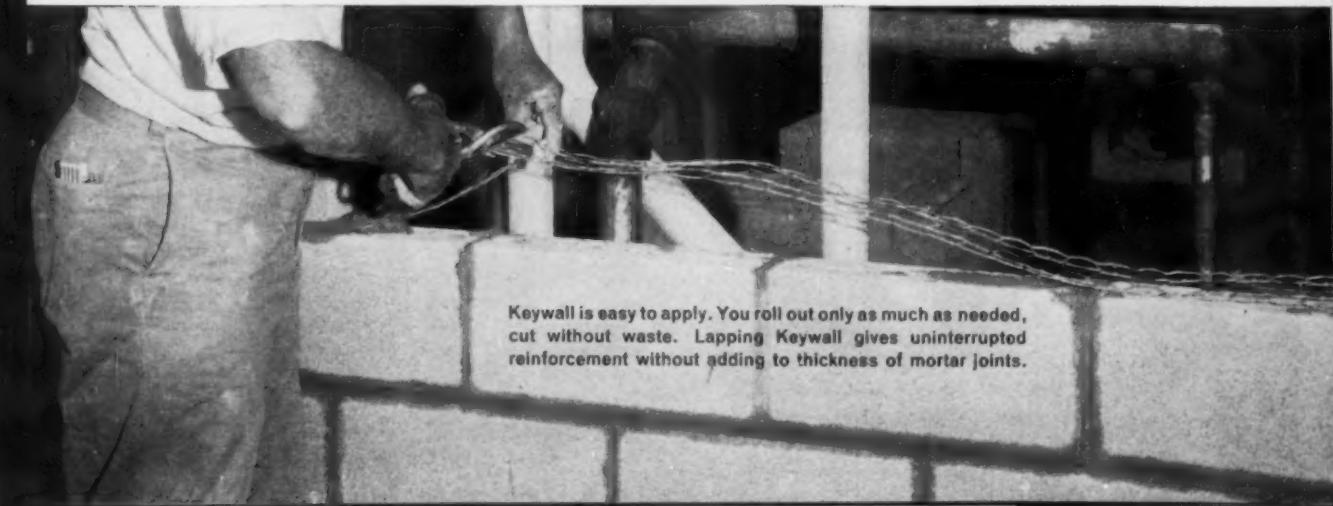
You get the same enthusiastic agreement whenever you go on a job where Keywall was used. Architects have seen its superior ability to reduce shrinkage cracks. Its design assures full embedment and strong bond. Masons prefer to use Keywall. They use it as specified. Keywall takes little space on the scaffold. Unrolls in place on the wall. Cuts easily. Installation is fast—without waste. No wonder that on job after job, builders are switching to Keywall.

KEystone STEEL & WIRE COMPANY

Peoria 7, Illinois

Keycorner • Keybed • Keymesh • Keywall • Welded Wire Fabric • Nails • Non-Climbable Fence

Keywall is easy to apply. You roll out only as much as needed, cut without waste. Lapping Keywall gives uninterrupted reinforcement without adding to thickness of mortar joints.





▲ Hotpoint automatic 30-inch stack-on surface section Model RM702 and Bi-level double oven Model RLG702.

Hotpoint Customline Appliances are available in stainless finish, Satin-Copper, Turquoise, Coral Pink, Sunburst Yellow, Copper Brown and Classic White.

◀ Hotpoint deluxe single oven Model RJG302 and 30-inch drop-in surface section Model RN102.



when you build in HOTPOINT you build in PUBLIC PREFERENCE

Only Hotpoint offers builders such dramatic proof of public preference, for only Hotpoint has made over 5 million electric ranges.

Hotpoint built-in ranges offer the same product leadership—in quality, in features and in styling—that has made this unprecedented sales record possible.

And, Hotpoint keeps building public preference for built-in ranges with powerful, full-color ads in *LIFE* and other leading magazines. It's advertising directed to *your* prospects to help sell Hotpoint-equipped homes.

With Hotpoint built-in ranges, you also enjoy many other important advantages.

Hotpoint offers a complete built-in line, with ovens and surface cooking sections to fit every kitchen plan and budget. Hotpoint built-ins are designed to save space and installation costs, too. And, Hotpoint's new interchangeable oven door panels give your customers complete decorating freedom—colors can be changed easily in minutes.

Remember, home buyers look for quality, and Hotpoint built-ins reflect quality throughout the home. Put the sales power of Hotpoint's public preference in your homes now!

when you build in Hotpoint, you build in Public Preference

+Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE
DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS



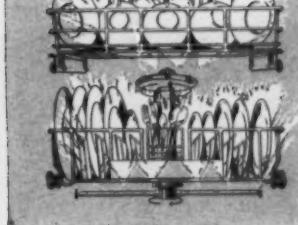


Hotpoint Spotless Supreme Dishwasher Model DE-1,
with Double-Deck Water Action.

New Improved Hotpoint
DISPOSALL®
Food Waste Disposer

Now, famous Hotpoint super-hard cutting teeth plus newly designed grinding ring and flywheel dispose of food waste faster. Swing-free hammers virtually end jams. And the Hotpoint Disposall is easy to install because plumbers helped design it.

Hotpoint deluxe Dishwasher
Model DC-1



A HOTPOINT DISHWASHER SAYS QUALITY ALL THROUGH THE HOME

When you build in a Hotpoint Dishwasher, you add elegance and quality to any home. Hotpoint's reputation for product leadership is without equal. Hotpoint developed the first practical automatic dishwasher, and, since then, has been first with virtually every significant advancement in dishwasher design.

Such an achievement is Hotpoint's new Double-Deck Water Action. Only Hotpoint has separate water action for each rack that washes everything—glasses, dishes, silver, pots—spotlessly clean. And Hotpoint adds spotless rinsing, dual filtering and a separate utensil cycle.

Hotpoint continually builds its reputation for product leadership through dramatic full-color advertising in *LIFE* and other leading magazines. This powerful pre-selling builds public preference that means more sales for you.

The Hotpoint Dishwasher line has been designed expressly to meet builders' needs. Four models enable you to enjoy the sales power of Hotpoint quality whether you're building \$10,000 or \$100,000 homes. Your choice of 7 finishes and provision for natural wood. And, you save on installation—all plumbing and electrical connections can be made from the front.

Plan now for more sales—build in quality your prospects trust . . . with a Hotpoint Dishwasher.

when you build in Hotpoint, you build in Public Preference

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE
DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

K-V gives you more of just what you're looking for!

★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!

K-V Closet and Kitchen Fixtures

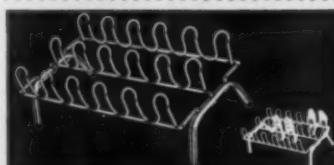
K-V 1 CLOTHING CARRIER

Virtually doubles closet hanging space. Easily installed, a slight pull brings a whole wardrobe into easy reach. Available in 10" to 48" models.



K-V 724 PORTABLE LOOP SHOE STAND

Fits neatly under hanging garments, requires little space on closet floor. Holds nine pairs of shoes. Size 24" wide, 10" high. Easily assembled.



K-V 2 EXTENSION CLOSET ROD

The perfect answer for closets too shallow for the K-V 1 Clothing Carrier. Non-sagging. Five sizes to fit all closets.



K-V 793 DISAPPEARING TOWEL RACK

3-bar model mounts on wall or cabinet. Towels and garments slip over free end of three chrome bars, slides in and out on ball bearing carrier. Size: 5" wide; 20" long. Bright chrome finish.



K-V 791 DISAPPEARING CUP RACK

Protects cups from chipping or cracking. Holds 12 cups, slides easily in and out. Fastens to underside of shelf, saves shelf space. Size: 11" closed; 18" extended.



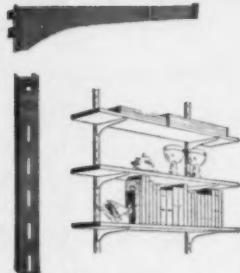
K-V Shelf Standards and Brackets

K-V 80-180

OPEN SHELF HARDWARE

The easy, quick way to add shelves to a wall. Slots in K-V 80 standards allow 1-inch adjustments. Lengths from 18" to 144". Patented friction grip on K-V 180 brackets assures firm, level hold with perfect alignment. Lengths from 4" to 20". Satin anochrome finish.

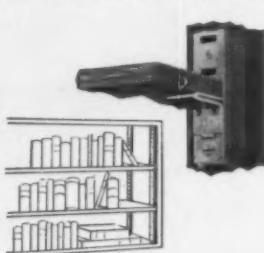
K-V 80-180 also available in satin brass finish — the modern decorator color so much in demand.



K-V 255-256

BUILT-IN SHELF HARDWARE

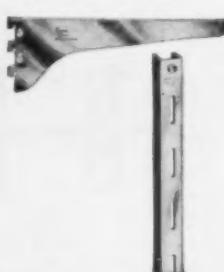
Standards can be mounted flush or on surface. Screw holes every 6" on centers. Slots allow $\frac{1}{2}$ " adjustments. Lengths from 24" to 144". Supports easily adjusted, fit tight into standard slots. For shelves in cabinets, bookcases, closets, room dividers. Nickel plate and bonderized bronze.



K-V 87-187

HEAVY-DUTY SHELF HARDWARE

Extra heavy-duty standards. Easy to install. Slots allow 2-inch adjustment. Lengths from 36" to 144". Brackets of special cold rolled steel. Recommended for paint, hardware, grocery and hangrod installations. Lengths from 8" to 24". Satin anochrome finish.



THE FINEST



YOU CAN BUY

K-V FIXTURES

Knappe & Vogt
Manufacturing Co.,
Grand Rapids, Michigan

K-V Drawer Slides

K-V 80-180



K-V 233-239

DO-IT-YOURSELF PACKAGE ASSEMBLIES

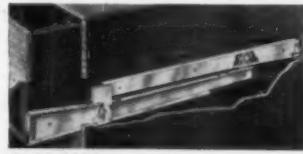
K-V 80-180 and 233-239 standards and brackets come in easy to display, easy to sell packages. Each package contains enough component parts for a complete installation. Easy-to-follow instructions are illustrated on the packages which come packed 12 to a shipping carton.



K-V 1300 LIGHTWEIGHT EXTENSION DRAWER SLIDE

With nylon rollers for noiseless, smooth and effortless operation. Guaranteed to keep drawers from sagging or sticking. Capacity to 50 lbs.

K-V 1400 Ball Bearing Full Extension Drawer Slide Available in sizes 12" to 38". (Not illustrated).



K-V 1600 SELF-CLOSING EXTENSION DRAWER SLIDE

Closes automatically when drawer is within six inches of closing. Drawer easily removed at full extension without removing mounting screws. Easy to install. Recommended load at least 75 lbs.



K-V 1700 EXTRA HEAVY DUTY EXTENSION DRAWER SLIDE

Glees out to full extension, even under loads of more than 100 lbs. Recommended for heavy duty drawers. Frictionless, noiseless, easily installed.

K-V Folding & Sliding Door Hardware

K-V EZY-FOLD FOLDING DOOR HARDWARE

Easy to install. Fits any door of any material, size or weight; simplifies stock problem. Single track or double track models assure sag-free, tight fitting doors. Comes in a complete packaged assembly, with all hardware and easy-to-follow instructions. No special tools needed.



K-V 858 OVERHEAD SLIDING DOOR HARDWARE

With this packaged K-V sliding door assembly, even the most inexperienced homeowner can complete home improvements quickly, easily and professionally. Smooth operation, long life are guaranteed. No special tools or experience required. Package contains all hardware and easy-to-follow instructions.





"Andersen Windows install easily, help sell, eliminate maintenance"

... says John Weber, North Canton, Ohio, builder of quality homes

I'm constructing around 70 homes in the \$23,000 to \$30,000 range in my East Maple Heights development," continues Mr. Weber. "I'm using Andersen Windows, double glazings and screens in every one.

"I like their low initial cost, easy installation. And maintenance cost is nil. The public is very familiar with them, too. They prefer wood windows. This helps greatly in selling my homes.

"Another thing. Andersen Windows are easy to

clean and operate from *inside*. And they close weathertight. I've checked them during cold weather and found no infiltration of air at any point."

Andersen Windows are helping to deliver extra sales and savings to builders everywhere. They can do the same for you. Their handsome wood sash and frames add character, natural warmth and beauty to your homes no other window material can match. Their precision manufacture assures trouble-free operation for the life of your homes;



Extra sales appeal, extra savings! Handsome wood sash and frames of Andersen Beauty-Line* and Flexivent® Windows above add unmatched natural warmth and beauty to Weber homes. And buyers not only know Andersen Windows, they prefer them 9 to 1 over any other brand according to a recent national survey. Precision design and construction of Andersen Windows practically eliminate callbacks. As Mr. Weber, above left, says, "Maintenance is nil!" For all their advantages, Andersen Beauty-Line Windows have a lower total installed cost than many inferior windows—including many cheap double-hungs.

*Patent Pending

practically eliminates window callbacks that can eat into your profits on a home. And, prospects know Andersen Windows are highest quality. This helps create greater confidence in your homes. Makes people more willing to buy.

For complete facts on Andersen Windows, see your lumber or millwork dealer, Sweet's File, or write Andersen Corporation, Bayport, Minnesota. Andersen Windows are sold only through dealers throughout the U.S. and Canada.

Andersen Windowwalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION,
BAYPORT, MINNESOTA



LEADING MIDWESTERN BUILDER, NAHB DIRECTOR, DISCOVERS...



Mr. Larry Winn, Jr., V. P., Winn-Rau Corp.
builders of Nall Hills project, Kansas City

GENERAL ELECTRIC HOME HEATING AND AIR CONDITIONING PAY DIVIDENDS IN CUSTOMER SATISFACTION



Model Home at Nall Hills Project

Mr. Larry Winn, Jr., leading Kansas City builder, Vice-President of Winn-Rau Corp. and National Director of NAHB, is one of many builders who has discovered it's good business to install General Electric Home Heating and Whole-House Air Conditioning. CUSTOMER SATISFACTION provides the pay-off.

"Our 1800-home Nall Hills project in suburban Kansas City has been one of the most popular subdivisions in the Midwest for the past year," says Mr. Winn. "Much of the success of this project is due to the use of 'name brand' merchandise, which, of course, includes the famous General Electric Gas Furnace and General Electric air-cooled Whole-House Air Conditioning. Our CUSTOMER SATISFACTION has been the determining factor in continuing with the installation of GENERAL ELECTRIC equipment."

The CUSTOMER SATISFACTION enjoyed by Mr. Winn's purchasers is the result of a two-point General Electric policy. 1. Value that exceeds the price. 2. In-

stallation and service by extensively trained experts.

Plan now to install General Electric Whole-House Air Conditioning in your new homes. Cooling can be added at little extra cost to a new General Electric Gas- or Oil-Fired Warm Air Furnace to provide a year 'round "package." Air conditioning units that may be installed independent of the heating system are also available. For full information contact your General Electric Air Conditioning dealer—listed in the yellow pages of your phone book.

GENERAL  **ELECTRIC**

Air Conditioning Department, Tyler, Texas

Get General Electric's Complete Story On
CUSTOMER SATISFACTION

Visit Booths 46 to 55 at the NAHB Show
January 18 to 22

Pastel Cherry... Sherwood Oak

Two new and charming finishes

exclusively in

Craftwall

wood paneling



Pastel Cherry . . . all the traditional charm of fine cherry wood, now in a new, warm pink tone. It blends beautifully with today's smartest furnishings and color schemes.

These stimulating new wall panelings have the genuine hand-rubbed look that has made Craftwall famous. They're professionally pre-finished to give the most durable wood surface known. Every "plank" is hand selected to show rich, natural grain.

Pastel Cherry and Sherwood Oak . . . the newest additions to the famous line of Craftwall woods . . . can give your homes that feel of gracious living so important to today's home buyers and prospects. The rooms above, as featured in Craftwall advertising in *Better Homes and Gardens* and other leading national magazines, show how beautifully it can be done.

In addition to these dramatic new tones, builders may choose Craftwall paneling in any of these popular woods: *Elm*, two kinds of *Birch*, *Mahogany*, *Cherry*, *Oak* or *Walnut*. All have the exclusive Craftwall finish that resists dirt, stains and scuffing—doesn't ever need waxing! Cleaning is easy with just a damp cloth.

Roddis also offers custom Hardwood Paneling . . . Doors . . .

Wood Finishes . . . Adhesives . . . Plywoods . . . Timblend Craftwall comes in easy-to-install modular size panels (48"x96", 48"x84", 32"x64", 16"x96", or longer) that go up fast with nails or Roddis Contact Cement. And Craftwall wood paneling is guaranteed for the life of the installation, in writing! Send coupon below for more information on all 9 Craftwall woods.

Builders' Craftwall Fact File on request:
Roddis Plywood Corp., Dept. AB-159
Marshfield, Wisconsin
Please send me the Builders' Fact File on Craftwall wood paneling.

Name _____
Firm _____
Address _____
City _____ State _____

Roddis



You will sell more houses

There's more to show, more to sell with these complete kitchens!

Here are the kitchens with all the advantages and conveniences "most wanted by most women"! They are beautiful kitchens, with every appliance color-matched and design-coordinated. They are convenient kitchens! Imagine the "desire-to-buy" your houses will arouse when you offer prospects such exclusive better-living features as a built-in oven barbecuer; a refrigerator-freezer with automatic ice maker; a 2-cycle dishwasher with Filter-Stream* washing; a washer and dryer that set themselves; Select-A-Door cabinets that change color in minutes; * Tmk

RCA WHIRLPOOL . . . America's first family of home appliances

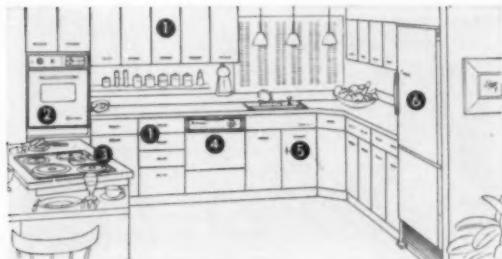
and many more advantages.

And, they are kitchens that give you big profit opportunities. You obtain everything you need . . . appliances and cabinets . . . from one quality source of supply. Ordering is simpler and less costly . . . service is fast . . . and you get a package deal at a package price. Here's an important extra . . . you can have an RCA WHIRLPOOL kitchen designed for your houses by the staff of a leading magazine "LIVING FOR YOUNG HOMEMAKERS". Write for full details.

Use of trademarks, ® and ™ authorized by trademark owner Radio Corporation of America
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



with Whirlpool kitchens



(1) "Select-A-Door" wall and base cabinets (2) Built-in gas and electric ovens (3) Built-in gas and electric cooking tops (4) Dishwashers (5) Disposers (6) Gas and electric refrigerator-freezers . . . plus automatic washers, gas and electric dryers, gas and electric washer-dryers, air conditioners, combination range-sink tops.

Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan
Please send me complete information on the new
RCA WHIRLPOOL kitchens and appliances.

NAME _____ TITLE _____

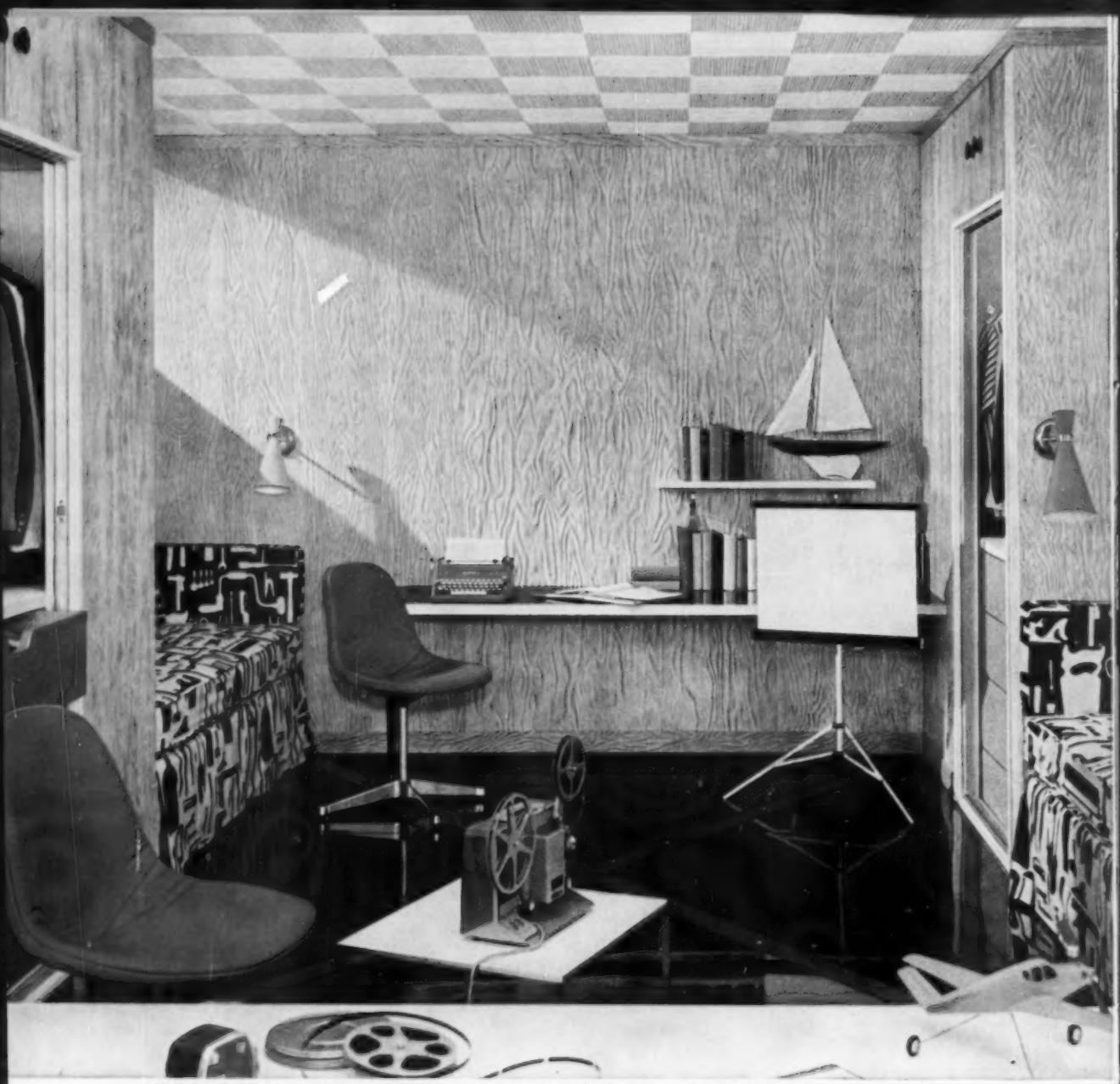
FIRM NAME _____

FIRM ADDRESS _____

CITY _____ ZONE _____ STATE _____

AB-1

Everything for the modern kitchen with
one brand name...RCA WHIRLPOOL
Mail coupon for complete details!



Weldwood prefinished Surfwood paneling comes in easy-to-install 4' x 8' panels, and four pastel colors. Shown: Silver-Grey. Other colors: Havana Green, Fawn, Frosted Ebony. Ceiling is of Weldwood Weldtex® (striated plywood) 12" x 12" squares.

Let the kids help you sell the house . . .

Any family with kids will appreciate a room like this. Why? Because the walls are paneled with a special type of wood that hides "careless kid mistakes." This paneling is Weldwood prefinished Surfwood®. It has a woody texture and swirl design which hide careless dents, scuffs, smears and smudges. Mother will find these walls easy to wipe clean, too.

Dad will be happy to hear that Weldwood prefinished Surfwood paneling needs no painting. Only upkeep it needs is an

occasional waxing. And this Weldwood paneling is guaranteed for the life of the home.

No on-the-job finishing costs for you. These Weldwood prefinished panels come ready to install, in a choice of four colors. Best of all, the price is only about \$38, retail, for a 12' x 8' wall. See the Weldwood Paneling display at your Weldwood dealer's or any of our 115 branch showrooms. New York showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.



WELDWOOD® WOOD PANELING

Soft and Hardwood Plywood
Doors • Lumber

Finishing Materials Products of UNITED STATES PLYWOOD CORPORATION

Send For Free Prefinished Paneling Book

United States Plywood Corporation
55 W. 44th St., New York 36, N. Y.

Please send me

AB 1-59

- "Weldwood Prefinished Paneling For Fine Interiors." Shows woods, installation photographs, specifications.
 "Family Room In Beautiful Weldwood—100 Interesting Ideas For The Room Your Family Lives In."

Name.....

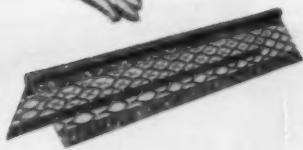
Firm.....

Address.....

City..... Zone..... State.....

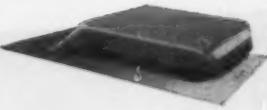


you can enjoy the convenience and economy of
one-order service
from your **MILCOR®** dealer
on all these metal building products



**Milcor Metal Lath
and Accessories**

Metal Lath, Corner Beads, Casing Beads, Access Doors, Window Stools, Metal Base and Cove Moulds.



**Milcor Ventilators
(steel and aluminum)**

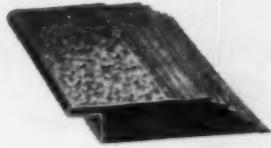
Roof Louvers, Rectangular Louvers, Under-Eave Louvers, Triangular Louvers, Spinner Ventilators, Foundation Grilles.

MILCOR® dealer



**Milcor Rain
Carrying Equipment
(steel and aluminum)**

Style K Gutter, Half-Round Gutter, Mitres, Ends and Drops, Gutter Hangers, Round and Square Conductor Pipe, Conductor Elbows and Hooks.



**Milcor Roof and
Siding Products**

Roof Edging, Gravel Stops, Ridge Roll, Roll Valley, Siding Trim, Building Corners.



**Milcor Masonry
Building Products**

Areawalls, Areawall Guards, Adjustable and Standard Posts, Crawl Space Doors, Fireplace Dampers, Ash Dumps and Cleanout Doors.



**Milcor Basement
and Utility Windows**

Basement Windows, E-Z Pour Units, Utility Windows, Screens and Storm Sash, Window Bucks, Lintels.

Save money — call your Milcor dealer.

**One call
orders all**
— saves you time,
paperwork,
record-keeping.

**Lower
building
costs**

precision-made
Milcor products cut
installation time,
help eliminate
callbacks.

**Prompt
deliveries**
from your local
Milcor dealer's
stock.

**Highest
quality**
you can stake your
reputation on a
Milcor installation.

Member of the Steel Family

INLAND STEEL PRODUCTS COMPANY
DEPT. B, 4025 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN

ATLANTA, BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT,
KANSAS CITY, LOS ANGELES, MILWAUKEE, NEW ORLEANS, NEW YORK, ST. LOUIS, ST. PAUL.

MILCOR®

MARLITE PANELING

...beautiful way to lower building and remodeling costs!

You can install completely finished walls, cut days off completion time with beautiful Marlite. In-place cost is low because this easily-installed paneling goes up fast over new walls or old, needs no painting or other finishing. And Marlite soilproof melamine plastic finish stays like new for years with an

occasional damp cloth wiping. Plan on Marlite paneling for fast, profitable commercial and residential interiors.

See your building materials dealer or write to Marlite Division of Masonite Corporation, Dept. 103, Dover, Ohio.

Marlite Panels

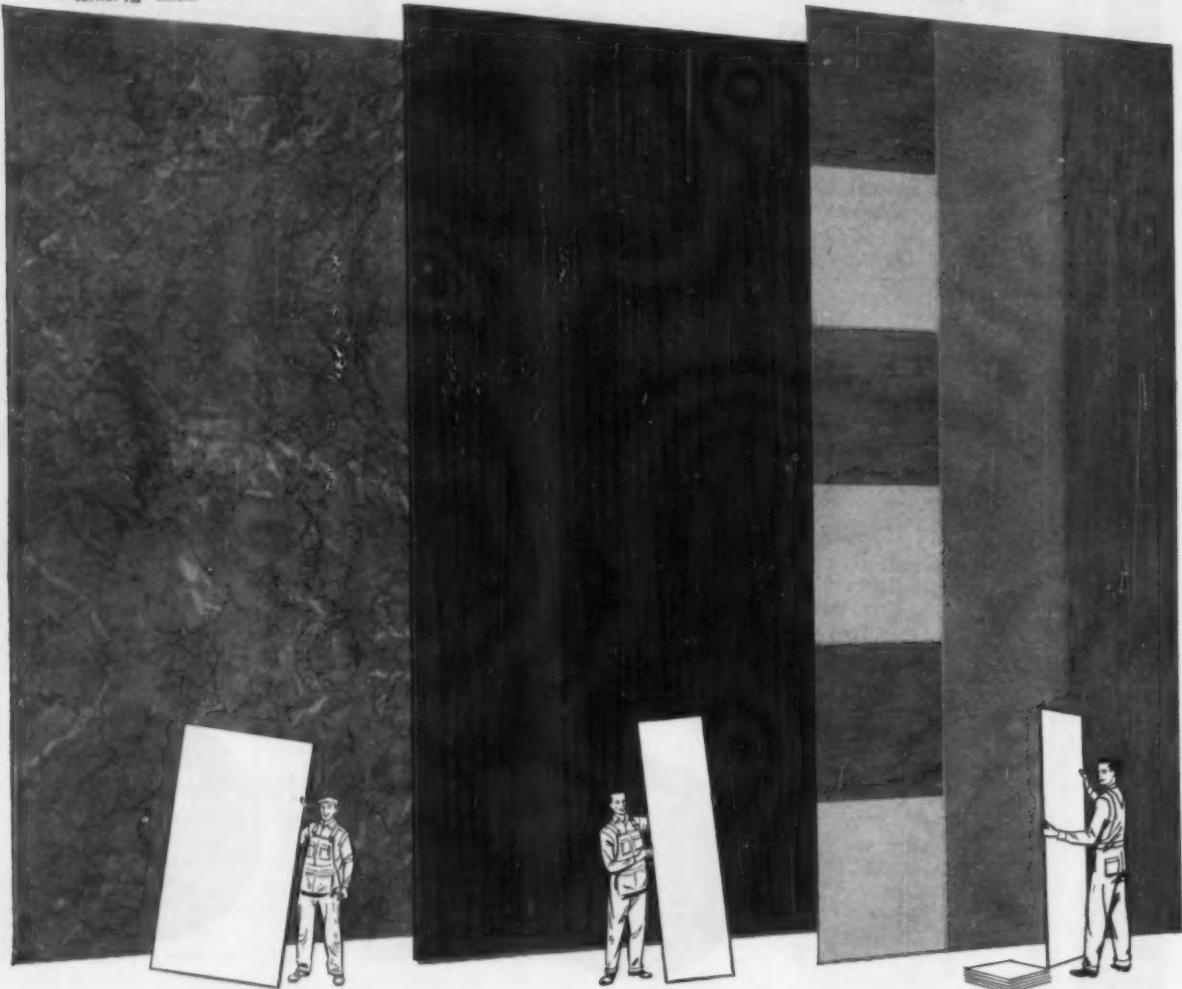
4' widths. Lengths to 8'. Deluxe Hi-Gloss, Woodpanels, Marble Panels, Peg-Board Panels. Available in 9 decorator colors, 7 wood finishes, 5 marble patterns. $\frac{5}{8}$ " thick.

Marlite Korelock

2' x 4' and 2' x 8'. Strong, rigid hollow-core tongue and groove paneling. Available in 10 Loewy "Companion Colors," 6 wood finishes. $\frac{3}{8}$ " thick.

Marlite Plank and Block

16" x 8", 16" square. Available in 10 Loewy "Companion Colors," 6 wood finishes. Tongued and grooved for fast installation. $\frac{3}{8}$ " thick.



5025

Marlite® plastic-finished paneling

(featured in the N.A.H.B. research house)



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH.

JANUARY

Research Houses: Your key to more profitable building ...

TODAY and **TOMORROW**

The two houses featured in this issue are the results of a research program that's working directly for you. These houses are going to mean dollars and cents to all builders in the very near future.

Designed and built under the direction of the National Assn. of Home Builders' Research Institute, the 1959 "Research Houses" mark the second year of an expanding NAHB research program aimed at helping the builder in the field.

Many of the ideas built into them are really new combinations of old ideas—new and better ways of using familiar techniques. Lots of these ideas can save you money in your building program right now.

Many of the research house ideas are ahead of their time. They require the use of products not yet in production, and techniques so advanced that most buyers—and a lot of builders—will need time to adjust to them. These are the ideas that will become the everyday building methods you'll be using five years from now.

Remember, you are a manufacturer—the most important one concerned with building your house. Research aimed at your part of the building process, building in the field, promises the biggest savings possible. This is the job the NAHB Research Houses are built to do.



Ralph Johnson
Director



John King
Assistant Director

Meet the staff of the NAHB Research Institute

WE'D LIKE to suggest that you offer a long, low bow in the direction of these men. They dealt with the administrative end of the Research House program, supervised a major portion of the work, and dreamed up many of the new ideas.

NAHB RESEARCH HOUSES, continued

In Knoxville, NAHB builds a house of ideas

The most important single thing about the NAHB Research House in Knoxville, Tenn., is that it can be useful to builders right now. The majority of the ideas built into it can be put into practice by any builder.

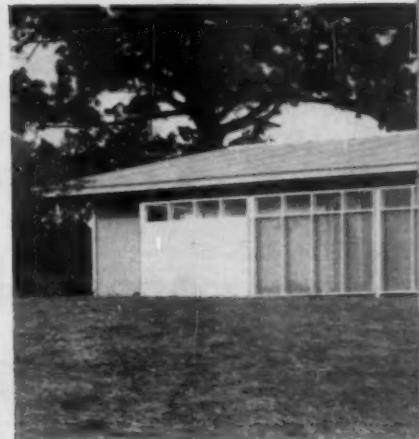
The purpose of a research house is to bring together new combinations of ideas. On the following pages, and in "Building with Brains" on page 23, we've shown what we consider the most significant time- and money-saving ideas in this house.

But the Knoxville house is more than just a collection of ideas. It is an attractive, well-planned house that will, in the opinion of its builder, be extremely saleable. Builder Bartling plans to offer it to his market for approximately \$14,000, or in a stripped-down version for around \$10,000. We have therefore chosen it as this month's Blueprint House, starting on page 90.

The Knoxville house, like last year's NAHB Research House in Kensington, Md., is a "hard-board house"; and the Masonite Corporation is again co-sponsor of the house with NAHB.



Builder
Martin Bartling



Architect
Bruce McCarty



In South Bend, research looks ahead to see

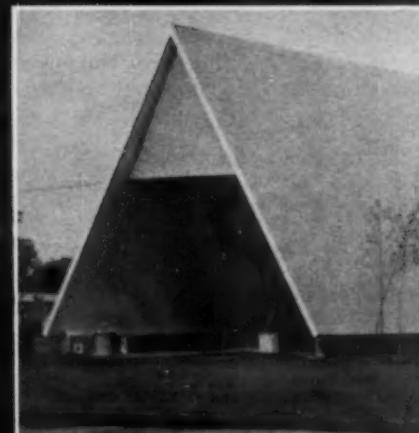
The fact that many of the ideas in NAHB's South Bend Research House are a few years off in no way diminishes their importance. Any builder who expects to be running a successful business in 1965 must have a clear idea of where he's going; and many of the "blue-sky" ideas built into this house today will be the builder's bread and butter tomorrow.

From this point of view, the most significant item in the South Bend House is the stressed-skin, plastic-cored panel. Builders can now look forward to an all-in-one wall component that is structural; finished from skin to skin including insulation; light in weight; and comparable in cost to the lowest cost conventional construction used today. Roof panels will offer similar advantages.

By no means are all of the ideas in the South Bend house years away. Many of the mechanical innovations, like the heating and plumbing systems, are practical for use today. These practical ideas are shown in the nine pages that follow, and also on page 23. List of new product manufacturers is on page 252.



Builder
Andy Place



Architect
Herman York



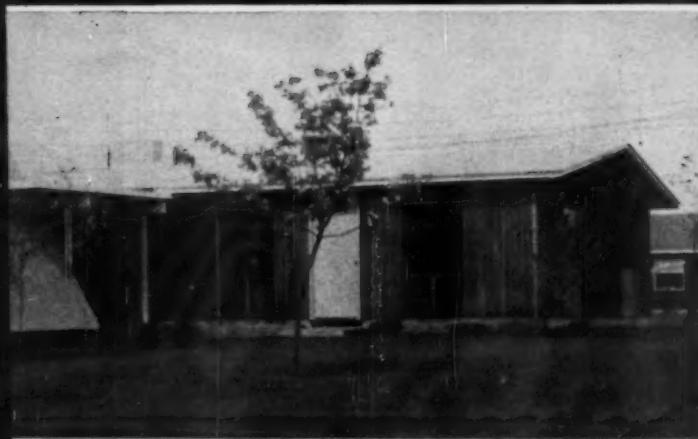
that can help you build better

TODAY

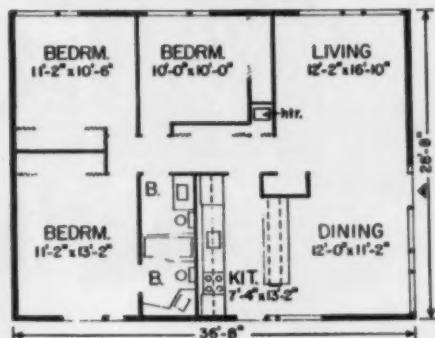


EXTENDING THE ROOF to cover the carport and patio makes the Knoxville house seem much longer than its 36'. The open grid in the roof allows sunlight to enter the patio, still maintains the basic roof line. Fence in center is made of ordinary expanded metal lath. Unusual roof surface is made of 4' panels of rolled aluminum. Exterior siding is a new ridged hardboard made by the Masonite Corp., who is co-sponsor of the house with the NAHB.

how you'll build your houses

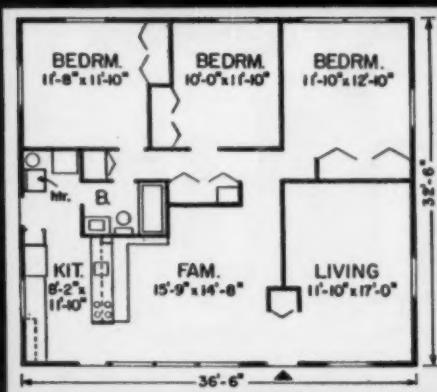


"TEEPEE" CARPORT dominates the NAHB Research House in South Bend. It is made of ten plastic-coated panels hinged together at the top and hung on concrete walls at the bottom. Criticized by many from a design point of view, its low cost and ease of erection justify its use in a research house. No exact price figures are available for the entire house since the Koppers Co., maker of the panels, has as yet put no price tags on the panels.



ALMOST SQUARE plan of the Knoxville house encloses its 1,000 sq. ft. of living space with a minimum of exterior wall. To make this small house look big, living area and kitchen are opened together. To make the house "live" big, an unusually large amount of space has been given over to closet and storage use.

TOMORROW



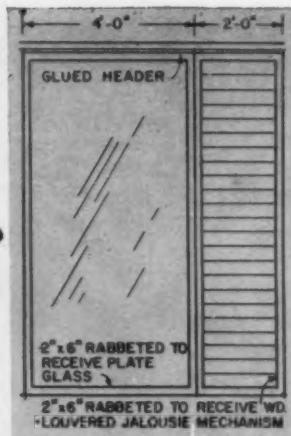
THIRTY-TWO FOOT depth of the South Bend house makes possible this unusual arrangement of rooms. Family room serves as corridor to the bedroom area, but two exterior doors in the front of the house ease the traffic problem. Utility room serves also as a laundry, a rear hallway, and a mud room with bath access.

Panel systems for today and tomorrow

TODAY'S HOUSE**In Knoxville, hardboard-faced**

EXTERIOR WALLS of the Knoxville house are built up from two types of panels. Details and building directions for the solid panels are shown on page 98. Their exterior skin has a raised-ridge surface; the interior side has a photographically-reproduced wood grain on hardboard as its finish. Window frames are rabbeted 2x6 pieces; the 4'

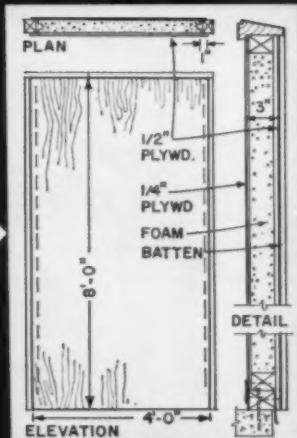
WHAT
HOW



frame carries fixed glass; the 2' frame has jalousie louvers which are glass in the living area, wood in the bedrooms. The wood louvers permit ventilation, but still maintain privacy. As photo shows, window frames are lower at the top than solid panels. The difference will be made up by a new header, which is shown two pages further on.

TOMORROW'S HOUSE**In South Bend,**

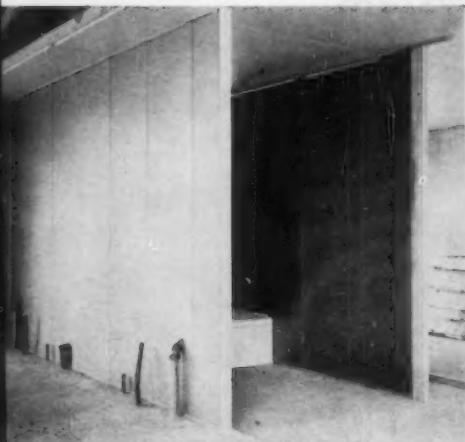
WHAT
HOW



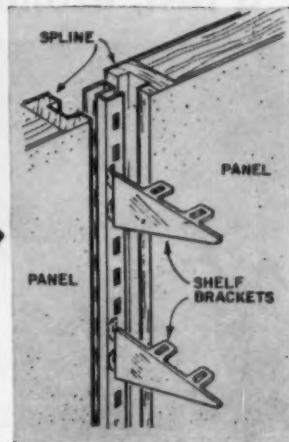
FOAM-CORE PANELS are used for the walls of the South Bend house. Foam is expanded polystyrene, 2" thick. It acts in three capacities: as a filler and stiffener between skins; as insulation, with a U-factor of about .10; and as a vapor barrier. Main structural strength of the panel comes from the stressed skin, which is $\frac{1}{2}$ " plywood inside and out.

Drawing shows that plywood extends out past the plastic. This permits insertion of a spline, to which the skins of adjoining panels are nailed, making a strong joint. Window panels have structural members of redwood grooved to take Pierson sashless window. Headers are of the same construction as are the solid panels.

panels form inside and outside partitions



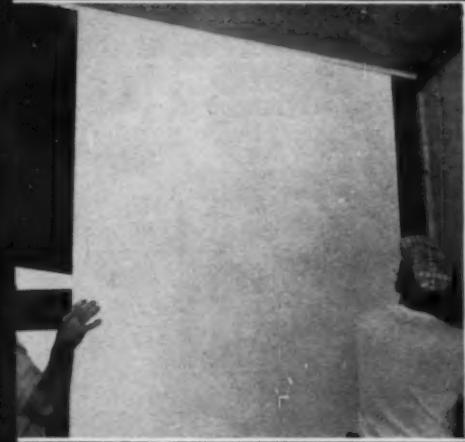
WHAT
HOW



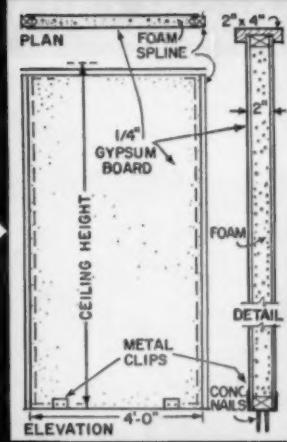
INTERIOR PARTITIONS in the Knoxville house are made from Masonite's "Duowall" system. Panels are a maximum of 4' wide, have hollow cores with wood separators and hardboard facings. The photo at left shows partition between kitchen, at left, and baths, at right, with the in-slab rough plumbing in place. Panels are set on

wood shoe at bottom, wedged against plate at top so that ceiling and floor irregularities are taken up by shims. The picture at right shows closet interior with special hangers. These hangers are attached to a notched metal spline between panels, as shown in the drawing. Where hangers are not needed, splines are made of wood strips.

stressed skin over a plastic core makes up the walls



WHAT
HOW



INTERIOR WALL PANELS are the same construction as the exterior panels, but thinner. Polystyrene core is $1\frac{1}{2}$ " thick; it is faced with sheets of $\frac{1}{4}$ " gypsum board, making the total thickness 2". Thin gypsum board is made possible by continuous backing of the plastic core; in a standard stud wall, at least $\frac{1}{8}$ "-thick material would be necessary

to span the distance between studs. Panels are held up at top by a milled 2x4 nailed to the ceiling, at the bottom by special metal clips. Clips are nailed to slab with concrete nails in a flat position. When panel is positioned, sides of the clips are bent up, and nailed to the panel shoe across the bottom.

Roof systems for today and tomorrow

TODAY'S HOUSE**In Knoxville, trusses make****a fast, economical roof-framing system**

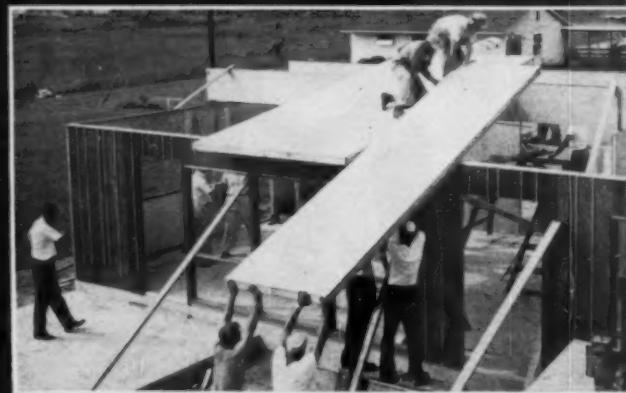
TIME-SAVER ROOF-FRAMING system on the Knoxville house is a standard W-truss. In this case, 2x6 rafters are used, but 2x4's would have been perfectly adequate to do the job. Metal gussets are new H-Brace type, nailed through one side only; but any other approved type of gusset or timber fastener would have been equally satisfactory.



NEW HEADER system is equivalent in strength to two 2x6's on edge, is adequate to carry trusses over 4' spans. Bottom member acts as top of window frame; a piece of $\frac{1}{2}$ " plywood is glued to it, and a 2x4 top plate is in turn glued to the plywood. The top plate extends out at either side, becomes the top plate of the panels adjoining it.

TOMORROW'S HOUSE**In South Bend, box****beams and stressed-skin panels form the roof**

ROOF GIRDER in the South Bend house is a glued box beam with $\frac{3}{8}$ " plywood sides, 2x4 and 2x6 spacer members laid flat. Spline sticking out end is a piece of 2x6 which will be used to join next section of beam. Depth of beam is 24"; 15" would have been enough to span the designed spaces, but extra was to give roof the right pitch.

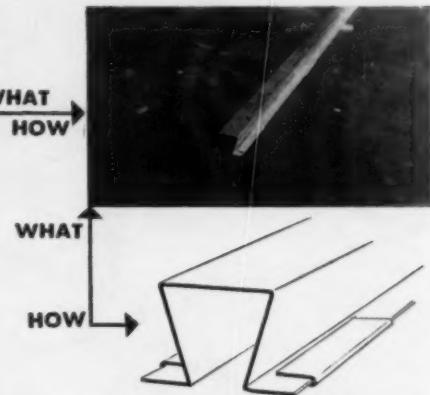


ROOF PANELS are sandwiches with expanded polystyrene cores, $\frac{1}{4}$ " plywood skins on either side. Total thickness is 4". Panels are 4' wide and 18' long, but because of overhangs and beam positions, span is only 12'. Foam acts both as insulation and as a spacer to keep the skins, which actually provide the strength, from buckling.

For both houses, a roof skin of durable aluminum



ALUMINUM ROOF SKIN was supplied by Alcoa for both the Knoxville and South Bend houses. It comes in sheets 4' wide by 18' long, has ridges every 2'. Material is .019 gage, rolled and embossed. Cost is somewhat higher than conventional roof, but material is expected to last longer, reduce upkeep.



SYSTEM OF CLIPS and flanged channels holds the aluminum skin to the deck. Clips are nailed down first with wings opened up; channels are laid down on top of them and the wings are folded back over the flanges. The final skin will later be attached to the channels with special riveting system.



CLIP IS FOLDED over the channel flanges in this operation. Note aluminum eave strip already in place. Sheet will lap over it, seal will be made by a neoprene strip running lengthwise just above the eave.



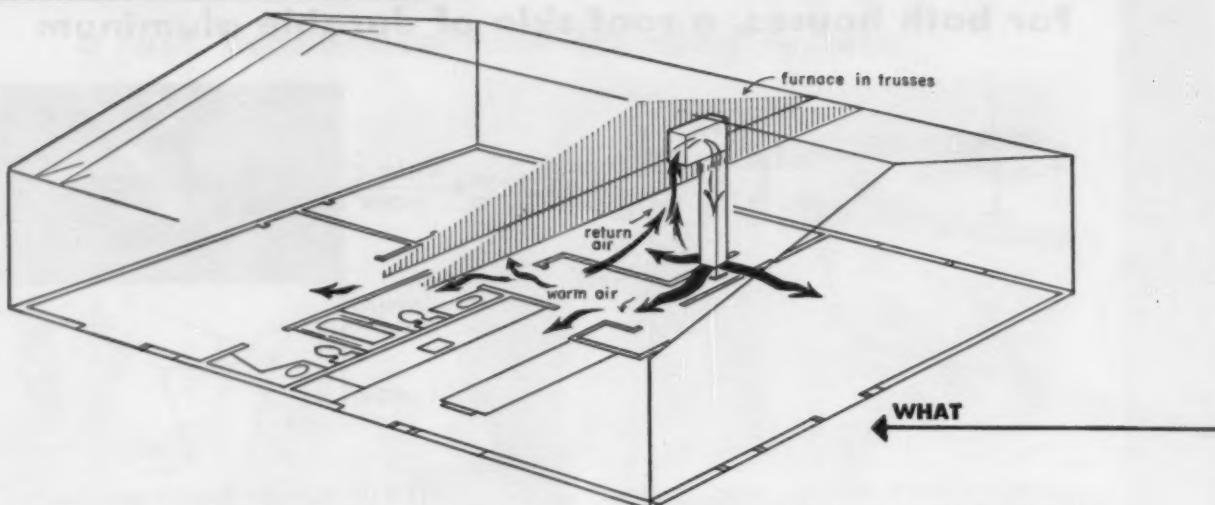
SHEETS ARE fastened together rapidly. Man at right is drilling rivet holes; man at left is using special riveting tool to fasten overlapping sheets to the channel strip that runs directly beneath them.



NEOPRENE GASKET strips are laid in position along the ridge. They are shaped so they will seal between the raised ridges and across the top of the raised portions of the aluminum.

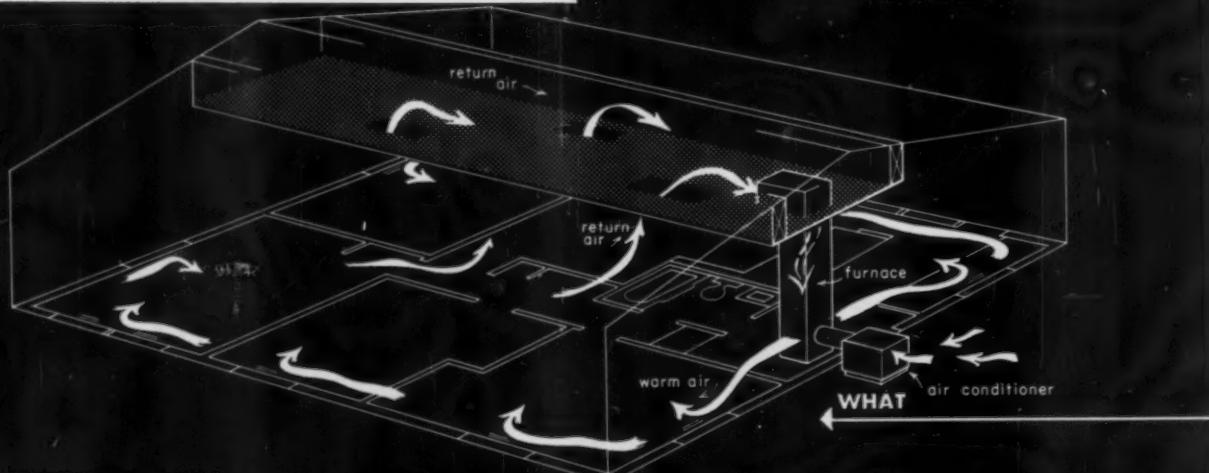


FINAL STEP shown here is the placing of the ridge covering strips over the gaskets. These pieces are fastened to the deck with wood screws, which are in turn gasketed to assure their being watertight.

TODAY'S HOUSE**In Knoxville,**

HEATING SYSTEM in the Knoxville house is carried almost to the point of simplicity of the unit space heater. High-velocity warm air goes from the attic furnace through the downcomer duct, and out registers at floor level. Hallway serves as a duct to carry warm air to the back bedrooms and also to return cooler air to the ceiling register in the

hall. Ceiling-height doorways will not obstruct this air flow. It should be noted that Knoxville's climate is relatively mild; in colder areas, additional ductwork probably should be installed to carry warm air to the rear bedrooms. When the bedroom doors are closed, these two rooms receive no direct supply of warm air.

TOMORROW'S HOUSE**In South Bend,**

PERIMETER DUCT warm-air system is used in the South Bend Research House. Biggest innovation is the elimination of any radial ductwork. The furnace sits directly over the perimeter duct, next to the exterior wall of the house; the condenser for the air conditioner is just outside the wall, allowing short runs of connecting tubing and wiring. Duct

is made of flue liner, starting with 18" widths, and narrowing to 13" part way around. Return air travels through the space between box beams, roof and ceiling. Insulation is in roof, so there will be no heat transfer between duct and outdoors. An electrostatic air cleaner is installed between the return duct and the furnace.

an almost ductless heating and cooling system

HOW →



LOW-COST heating and cooling unit is mounted in attic space. Since Knoxville is in a low-cost electric power area, electric coils are used for heating. Cost-saving idea puts the cooling coils in the same airstream, so that one blower does both heating and cooling. Air-cooled condenser for air conditioning is in back of the house.



DOWNCOMER DUCT from furnace in attic to registers runs down the back of the hall closet. A register, under the workman, feeds kitchen, and, through hall, the back bedrooms; second register goes through wall at right to living room; and a third register feeds to the left, through the wall and into the center bedroom.

HOW →



FLUE LINER which makes up the perimeter duct is dropped into place. Miter cuts make corners, as shown. Joints will be sealed with strips of plastic tape. Workman is installing a metal piece with curved fins in the corner; it will fair out the air flow at that point, and prevent turbulence and possible resultant pressure drop.



DROPPED CEILING is installed between the two box beams supporting the roof panels. The resulting closed chamber becomes the return duct for the heating system, and runs the length of the house. Sections of the ceiling are pre-built, nailed into place as panels. The ceilings to the outside of the beams are left sloped.

Plumbing and electrical systems promise lower costs →

TODAY'S HOUSE

In Knoxville, a sewage plant in miniature



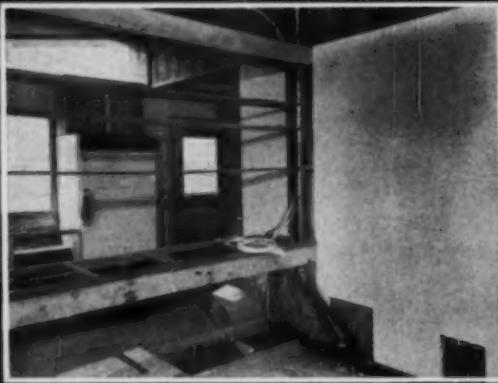
SEWAGE TREATMENT PLANT in miniature is plumbing feature of the Knoxville house. Garbage grinder, above, is installed below toilet, grinds up solid matter as toilet is flushed. This uses less water, permits use of a 2" waste line out to the main sewer outlet. The treatment system was developed by engineering consultant Carl Boester.



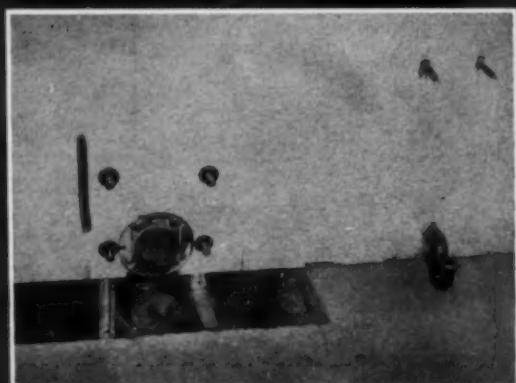
TREATMENT TANK outside house has constant flow of air pumped through it by compressor in the house. Effluent is thus highly purified. System is especially good where percolation of soil is very bad, as with clay. It also permits developing of land without huge capital outlay for a sewage plant big enough for the whole project.

OMORROW'S HOUSE

In South Bend, a single-vent plumbing system

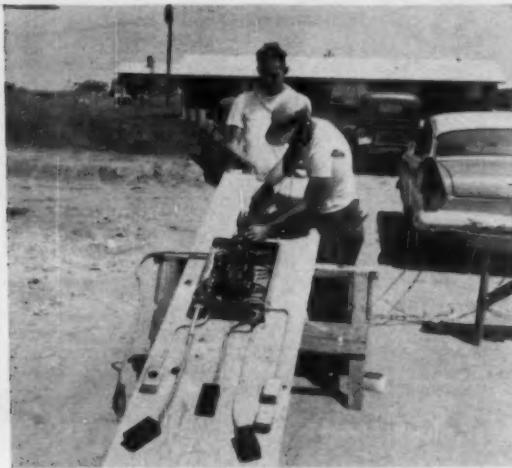


SINGLE-VENT waste system features the South Bend plumbing system. Waste lines are made big enough so no siphoning of traps can occur. Thin-walled DWV copper tubing is used throughout the no-pressure system on an experimental basis. Kitchen fixtures will be set in at left; back of the bathroom wet wall is shown at the right.



ABOVE-THE-SLAB plumbing permits all lines except outlet to sewer to be installed after slab is poured. Simple hanger for wall-hung toilet is made by bedding ends of steel Uni-Strut members in concrete, extending other end far enough above the slab to hold the top bolts. Result is extremely strong, cost is almost negligible.

This prefab wiring tree speeds installation



PREBUILT ELECTRIC PANEL speeded up wiring tremendously in the Knoxville house. Electricians, above, mounted breaker box and mains on plywood panel. Wiring was then run to outlet boxes on the board. There is an outlet for each circuit that will be used in the house, including the 220-volt service for the cooking units.



PANEL BOARD has been brought inside and mounted in the kitchen. Electricians are handing relay boxes into the attic for the low-voltage remote switch system. These, and the other circuits, including the attic loops that feed the wall outlets, are wired up, and then are merely plugged into the appropriate box on the prebuilt panel below.

"One-stop" electric service is the aim here

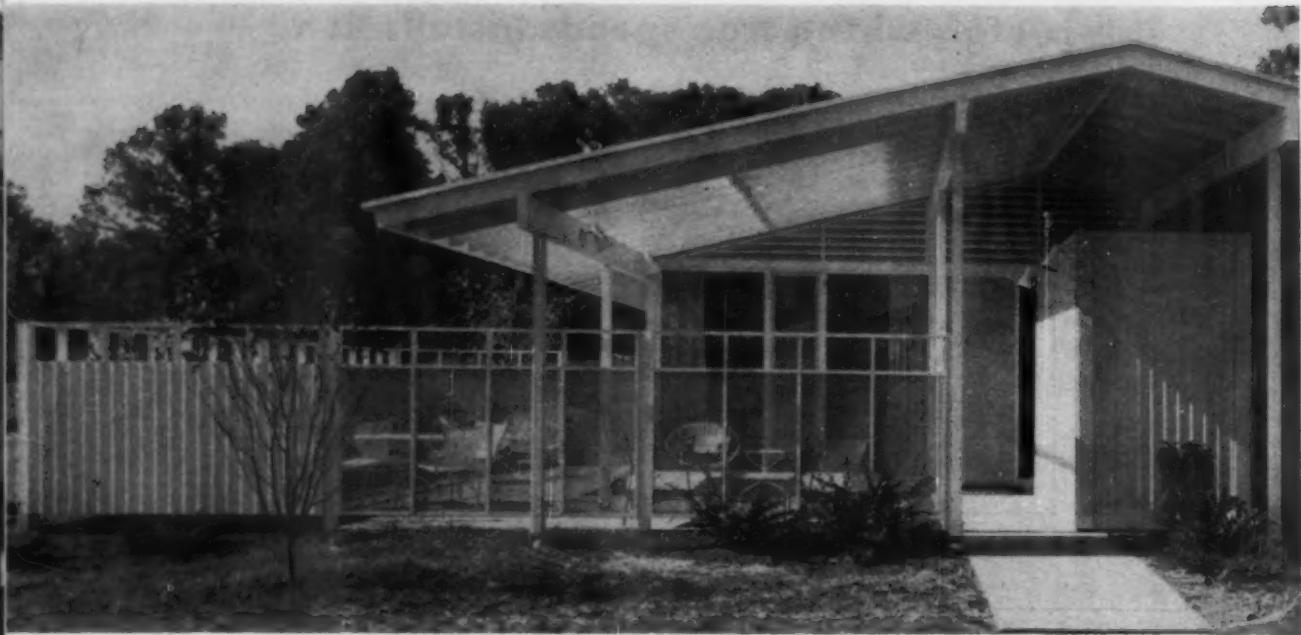


ONE-STOP WIRING was the aim of the electrical system used in the South Bend house. This necessitated installing most of the wiring and fixtures after the shell was completed. Biggest single step was use of plug-in molding strip throughout house; it could be installed any time prior to painting. Photo at left shows its use as a baseboard.



SOME WIRING had to be carried through interior panels. Photo at left shows end section of the plastic-core panel. It is joined to adjacent panel with wood spline, as drawing shows. Spline is made small so a space can be left between it and the plastic core. It is then simple to fish wire up through the resultant raceway.





TODAY'S HOUSE

Blueprint for January

It hits the bull's-eye with builders

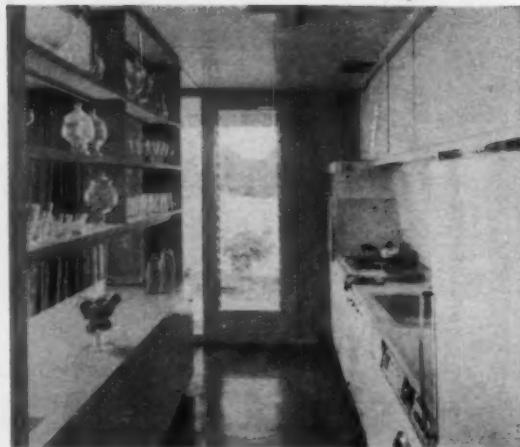
It's easy to understand why a builder would like "Today's" NAHB Research House in Knoxville, Tenn. As you've seen in the preceding pages, it's packed with enough cost-saving ideas to make his mouth water.

But Mr. Average Homebuyer is quite another matter. To many a harassed builder, it looks as though this individual is interested only in what he lived in 20 years ago. Any new idea means the builder is cheapening the house.

That's what makes the public's reaction to this home so surprising. They loved it.

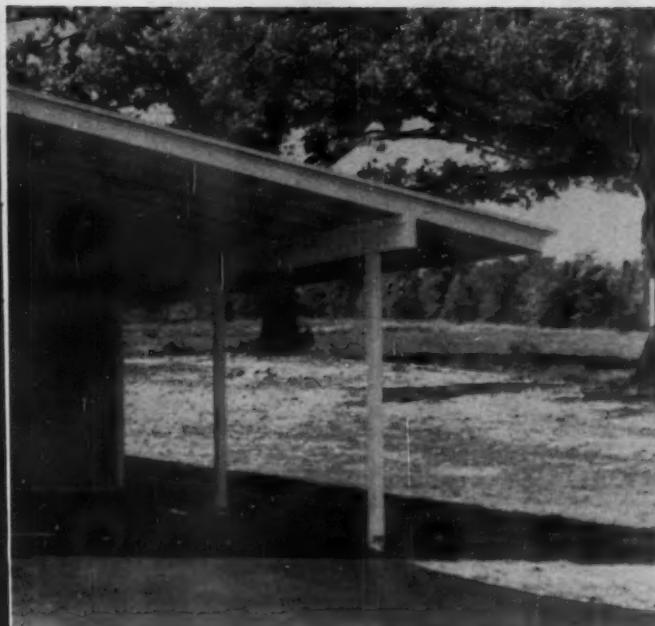
There's no guesswork involved here. AMERICAN BUILDER, working in co-operation with the NAHB, drew up a questionnaire. We listed the most unusual features of the houses, and asked visitors to give their opinions. The results are shown on the next page.

Knoxville is a conservative place, yet even the least popular ideas in the house were approved by a large majority. This should give builders food for thought, particularly those who are sure that "modified colonial" is the only really saleable design today.



Builders liked this kitchen with its easy-to-build cabinet layout

"Utility wall" at right carries all plumbing and wiring for the kitchen appliances, allows short runs of pipe and wire. Shelves at left provide inexpensive storage. "Separate minded" buyers can close dividers across the front.*



SIMPLE CONSTRUCTION and buyer appeal both are evident in this front view of the NAHB Research House in Knoxville, Tenn. Post and beam construction makes a handsome roof for both carport, at right, and patio, at left.

and buyers



Builders liked the simple framing that allowed these big glass areas

Big sheets of fixed glass in simple rabbeted frames are cheapest way to let in lots of light. New glued header lets frames go to the ceiling. Center panel has glass louvres, provides almost 16 sq. ft. of ventilation.*

Here's the survey that American Builder made at the Knoxville research house

Here's whom we asked:

We polled 424 people who visited the Knoxville house: 222 wives, 150 husbands, 30 single people, and 22 unclassified. Of these, 41% anticipated buying a house of this price in the next two years.

We asked: how did you like these features?

Features in Research House	Like	Not Sure	Not Like
Ceiling-height doors	77%	14%	9%
Folding closet doors	50	14	36
Floor-to-ceiling windows	78	10	22
Privacy ventilating louvres	80	12	8
Wood-parquet floors	62	22	16
Vinyl kitchen and bath floors	91	6	3
Recessed overhead lights	91	7	2
Double-access bathtub	65	16	19
Single-piece fiberglass sink and top	77	14	9
Wood-grained wall paneling	76	15	9
Bathroom wall finish	83	13	4
Overall appearance of house	73	20	7
Floor plan	66	23	11
Aluminum roof	68	27	5
Exterior siding	62	28	10
Position and plan of kitchen	55	20	25
Open-plan family-living room	69	16	15
Extra large closet-storage area	95	3	2

We asked: If the research house were on the market, how would you prefer to buy it: for \$13,000 as is, or for \$9,600 without extras (patio, fence, carport and storage wall, air conditioning, dishwasher, range and oven, washer and dryer, and second bath)?

14% wanted it for \$9,600, without extras; 86% wanted it for \$13,000 with extras.

We asked: generally, do you like the house? 73% said they liked it; 25% said they were lukewarm about it; and only 2% said they disliked it.

* Decorated and color supervised by and photos courtesy of LIVING For Young Homemakers

This is WHAT the buyers liked; here's HOW it can be built

TODAY'S HOUSE

The acid test for any new design is how the builder himself feels about it. He knows his own market, and he isn't going to build anything for it that he doesn't think will sell.

There are strong indications that the Knoxville Research House will pass the test. NAHB President Nels Severin has announced his intention of producing it in his home town of San Diego, Cal. A major prefabbr, W. G. Best, has been asked by one of its biggest builder-dealers to produce the house in packaged form. And NAHB has received hundreds of requests for more information.

Because of this great interest in the Knoxville Research House, AMERICAN BUILDER is offering it as this month's Blueprint House and estimating takeoff list. For \$15, NAHB will supply complete working drawings, with the exception of the plumbing, heating and electrical systems, and the foundation. And for an additional \$2, NAHB will send a brochure on both this and the South Bend Research House, with photos, drawings, and other material.

The address is: Research Institute, NAHB, 1625 "L" St., Washington 6, D. C.

MANUFACTURERS PARTICIPATING IN "TODAY'S" RESEARCH HOUSE

- Adams Engineering Co., Inc., ABC jalousie doors and window units
- Alliance Ware, Inc., two-way bathtub
- Aluminum Company of America roofing, ridge and fascia
- American Biltrite Rubber Co. Amtico vinyl floor tile
- Carlon Products Corp., plastic plumbing pipe
- Ceilheat, Inc., electric resistance hot-air heating
- Consolidated General Products, Inc., Veni-flex closet doors
- Crane Company round lavatory
- Dow Chemical Co. Sarafloy plastic flashing
- E. I. Du Pont De Nemours new long-life exterior paint
- Easy Laundry Appliance Div., Murray Corp. of America, combination washer-dryer
- Elkay Manufacturing Co. kitchen sink
- Fabrof Manufacturing Co. structural door and window panels
- Formica Corp. counter tops
- General Electric Co. fabricated wiring tree—low-voltage wiring system

(Continued on page 252)



OUTDOOR LIVING AREA makes house look and feel bigger. Open roof, framed with 2x6's, lets in sunlight, preserves basic eave line. It could be covered with plastic.

↑ WHAT → HOW



PRIVACY LOUVRES at the far end of living room are made of wood. Here, they are opened wide; half closed, they ventilate, still maintain visual privacy.*

↑ WHAT → HOW

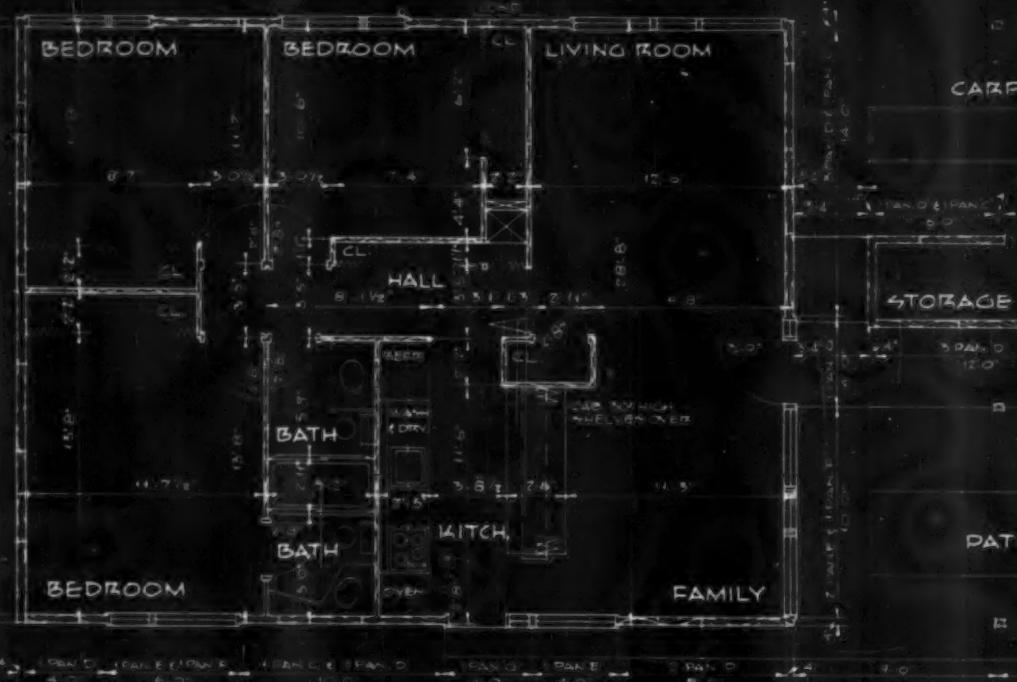


DUAL BATHROOMS use a two-sided tub and sliding tub enclosures to separate the two sections. Lavatory sink and counter top are made of one piece of molded plastic.*

↑ WHAT → HOW

* Decorated and color supervised by and photos courtesy of LIVING For Young Homemakers

On page 97 are the materials you'll need to build "Today's" house



NOTE: ALL DOORS
7'-0" HIGH



FLOOR PLAN
SCALE 1/8 - 1'



PANEL ELEVATION SCALE 1/8 - 1'



AMERICAN BUILDER BLUEPRINT SERIES.

I-59

WOOD LOUVERS
HARDBOARD PANEL
GLASS OR METAL PAN
GLASS JALOUXIE
FLUSH DOOR
GLASS

RIGHT SIDE ELEVATION

SCALE 1/8"-1'-0"

2'-2" x 6' 4'-0" LONG
HARDBOARD SIDING
WOOD LOUVERS



TYPICAL DOOR FRAME

SCALE 3/4"-1'-0"

LEFT SIDE ELEVATIONS

SCALE 1/8"-1'-0"

KITCHEN ELEVATIONS

SCALE 1/4"-1'-0"

	1/4" HARDBOARD DOORS	REFIG.
OVEN	COLOR OVEN; PLASTIC SLASH DOORS; TO MATCH COUNTER TOP	
PLASTIC SURF COUNTER TOP & BACK SPLASH	DISHWASH	WASHER, DRYER
WATER HEATER		





BLUEPRINT HOUSE, continued

TODAY'S HOUSE

WHAT

HOW

ESTIMATING TAKE-OFF

BLUEPRINT HOUSE NO. 260

First Floor only	1,010 sq. ft.
Carpets only	185 sq. ft.
Patio and Storage only	550 sq. ft.

EARTH EXCAVATION & GRADING

Top Soil 6" Grade Exc. & Pile	3,550 sq. ft.
Earth Foundation Exc. & B'fill	575 sq. ft.
Gravel 4" Floor Sub-fil	1,770 sq. ft.

CONCRETE CONSTRUCTION & FINISH

2500# Concrete Grade Beams	130 cu. ft.
2500# Concrete Grade Beams Forms	390 sq. ft.
2500# Concrete Post Footing	10 cu. ft.
2500# Concrete Post Footing Forms	45 sq. ft.
2500# Concrete Floor Slab O.G.	1,010 sq. ft.
2500# Concrete Patio & St. Slab O.G.	550 sq. ft.
2500# Concrete Carpet Slab O.G.	185 sq. ft.
2500# Concrete 2" Garb. Can Receptacle	1 unit
Conc. Block 4"x8" Ext. Wall Water Table	130 lin. ft.
Monolithic Floor Finish	1,010 sq. ft.
Monolithic Floor Float Finish	735 sq. ft.
Kraft Paper Floor Protect. & Curing	1,745 sq. ft.

STEEL ROD & MESH REINFORCING

#8/6x6" Steel Floor Mesh	Reinforcing	1,745 sq. ft.
#4/6x6" Steel .668 Rod	Reinforcing	262 lin. ft.

LUMBER FRAMING & CONSTRUCTION

4x10" Fir Roof Beam	90 lin. ft.
2-2x6" " Roof Beam	10 lin. ft.
2x6" Tr. " Rafters	1,120 lin. ft.
2x6" Tr. " Pit. Curb	30 lin. ft.
2x6" " Ceiling Joist	505 lin. ft.
2-2x4" " Gable Struts	5 lin. ft.
2-2x4" " Corner Post	60 lin. ft.
2-2x4" " Ext. Wall Plate	105 lin. ft.
2x4" " Ext. Wall Plate	60 lin. ft.
2x4" " Ext. Wall Sill	165 lin. ft.
2x4" " Ext. Wall Studs	860 lin. ft.
2x4" " Int. Part. Plate	15 lin. ft.
2x4" " Int. Part. Sill	15 lin. ft.
2x4" " Int. Part. Studs	80 lin. ft.
2x4" Dr. " Patio Screen Framing	390 lin. ft.
2x3" " Part. Plate	95 lin. ft.
2x3" " Part. Sill	95 lin. ft.
2x3" " Part. Studs	560 lin. ft.
1x4" " Panel Blocking	125 lin. ft.
5/8x6" " Panel Blocking	60 lin. ft.
White Pine 4x6" Roof Columns	70 lin. ft.
White Pine 4x6" Patio Posts	60 lin. ft.
White Pine 2x6" Roof Fascia	120 lin. ft.
White Pine 2x6" Gable Fascia	75 lin. ft.
1x6" N.C. Pine T. & G. Roof Lining	2,240 sq. ft.
15# Felt Roof Isolation	2,240 sq. ft.
Gypsum 1/2" T.J. Cell. Boarding	1,010 sq. ft.
1/2" Steel 8" Anchor Bolts, N & W	46 units
Metal Structural Hardware	Sum

METAL SHEET WORK

Aluminum 10"x4" "T" Fascia & Gutter	120 lin. ft.
Aluminum 2" Roof Stand Seams	1,175 lin. ft.
Aluminum 2" Roof Covering	2,240 sq. ft.

HARDBOARD INT. & EXT. WALL PANELING

Hardboard 2x8" Ext. Wall Paneling	5 units
Hardboard 4x8" Ext. Wall Paneling	24 units
Hardboard 2x8" Int. Wall Paneling	3 units
Hardboard 4x8" Int. Wall Paneling	18 units
Hardboard 4x4" Patio Wall Paneling	8 units
Hardboard or Gyp. 8" Int. Part. Boarding	195 lin. ft.
Pegboard 2x8" Int. Wall Paneling	2 units
Pegboard 4x8" Int. Wall Paneling	6 units
White Pine 1/2x1 1/2" Ext. Panel Bottens	1,920 lin. ft.

WOOD EXT. & INT. MILLWORK

1 1/4" W. Pine 4x2 1/2" Ext. Flu. Door, Sl. & Fr.	1 unit
1 1/4" W. Pine 4x2 1/2" Ext. Jalousie Door, Sl. & Fr.	1 unit
1-1/2" Bir. Ven. 2x8x7 1/2" Flu. Door, Fr. & Tr.	6 units
Hardboard 3x8x7 1/2" Ext. Dbl. Door, Fr. & Tr.	1 unit
W. Pine 2x6" Wind. Frames	215 lin. ft.
W. Pine 2x6" Jalousie Frames	100 lin. ft.
W. Pine 1-1/2x4" Corner Molding	65 lin. ft.
W. Pine 1-1/2x3 1/2" Corner Molding	65 lin. ft.
W. Pine 1x12" Closet Shelving	80 lin. ft.
W. Pine 1x6" Eave Fascia	120 lin. ft.
W. Pine 1x3" Shelf Cleats	60 lin. ft.
W. Pine 1x2" Panel Molding	55 lin. ft.
W. Pine 1 1/2x2" Wind. Separator	215 lin. ft.
W. Pine 1x2" Eave Fillet	290 lin. ft.
W. Pine 3/4x2 1/2" Wind. Fascia	130 lin. ft.

WHAT

W. Pine 1/2x2 1/2" Corn. Molding	65 lin. ft.
W. Pine 1/2x2" Ext. Dr. Stop	55 lin. ft.
W. Pine 1/2x1 1/2" Corn. Molding	180 lin. ft.
W. Pine 2x2" Clos. Divider	10 lin. ft.
1 1/2" Fir Clothes Pole & Acc.	40 lin. ft.
Bamboo 1'10x7 1/2" Fold. Door & Acc.	1 unit
Bamboo 6'2x7 1/2" Fold. Door & Acc.	1 unit
Bamboo 7x7 1/2" Fold. Door & Acc.	1 unit
Bamboo 8x7 1/2" Fold. Door & Acc.	2 units
Wood or Fabric 4x3 1/2" Folding Shelf Screen	2 units
W. Pine 3'8x3'6" Cable Louvre, F.T.	4 units
W. Pine 3'8x2'4" Cable Louvre, F.T.	4 units
W. Pine 3x1 1/4" Cable Louvre, F.T.	4 units
W. Pine 1'9 1/2x7 1/2" Ext. Jalousie Pan.	4 units
W. Pine & Glass 1'9 1/2x7 1/2" Ext. Jalousie Pan.	1 unit
1/4" Dbl. Glass Twin Window Panes	755 sq. ft.
Glass/En. Met. 2x4" Patio Scr. Panels	16 units

HOW

KITCHEN & BATH CABINETS & ACC.

En. Wood or Met. 8x2x6x2" Base Cab. & Acc.	1 unit
En. Wood or Met. 2x3x2 1/2" Sink Cab. & Acc.	1 unit
En. Wood or Met. 2x3x2 1/2" Range Cab. & Acc.	1 unit
En. Wood or Met. 2x5'6x2 1/2" Oven & Hr. Cab. & Acc.	1 unit
1/4" Hardboard 2x2x1 1/4" Wall Cab. & Acc.	5 units
1/4" Hardboard 3x2x1 1/4" Wall Cab. & Acc.	1 unit
W. Pine 8x3'6x1" Open Shelving	1 unit
Plywd. & Formica 3x2x2'6" Vanity Counter	1 unit
Plywd. & Formica 5x2x2'6x2" Vanity Counter	1 unit
Formica Kit. Counter Tops	80 sq. ft.
Metal 24x3 1/4" Exhaust Grille	1 unit

ASPHALT & RUBBER FLR. & BASE TILING

Asphalt Floor Tiling	910 sq. ft.
Rubber 4" Wall Base	260 lin. ft.

CERAMIC FLOOR & WALL TILING

Ceramic Floor Tiling	55 sq. ft.
Ceramic Wall Tiling	125 sq. ft.
Ceramic Wall Base	25 lin. ft.

METAL & GLASS TOIL. RM. ACCESSORIES

Metal & Glass 18x24" Med. Cab. Mirror & Acc.	2 units
Metal & Glass 5'2x6" Sldg. Dr. Tub Enclos.	2 units
Chr. Metal 30" Towel Racks	4 units
Chr. Metal Tall. Paper Holder	2 units
Chr. Metal Soap Holder	3 units

PAINT EXT. & INT. FINISH

Lead & Oil Ext. Millwork 3 coats	920 sq. ft.
Stain & Varn. Int. Millwork 4 coats	2,180 sq. ft.
Lead & Oil Gyp. Bd. Cell. 2 coats	1,010 sq. ft.
Lead & Oil Ext. Hdbd. Panel 3 coats	1,085 sq. ft.
Lead & Oil Int. Hdbd. Panel 2 coats	2,625 sq. ft.

PLUMBING SYSTEM & FIXTURES

Water Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Storm Connection & Piping	1 unit
Lavatory, Piping & Accessories	2 units
Bath Tub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
Kitchen Sink, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	1 unit
Elec. H.W. Hr., Piping & Accessories	1 unit
Wash. Mach., Piping & Accessories	1 unit
Dishwasher, Piping & Accessories	1 unit

HEATING & AIR CONDITIONING

Package Air Cond. Unit	1 unit
Package Heating Unit	1 unit
Metal Ducts & Accessories	Sum unit

ELECTRICAL SYSTEM & FIXTURES

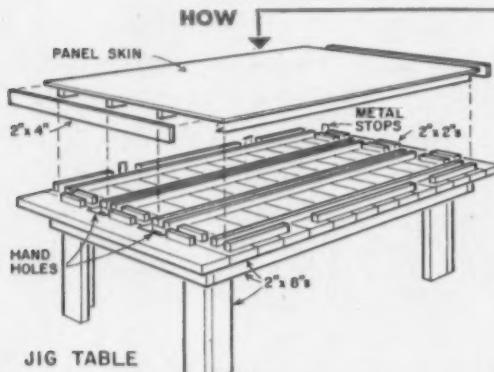
Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Light Outlets & Wiring	13 units
W.P. Ext. Lt. Outlets & Wiring	7 units
Convenience Outlets & Wiring	25 units
W.P. Convenience Outlets & Wiring	3 units
Li. Switch Outlets & Wiring	19 units
Light Wall & Coll. Fixtures	13 units
W.P. Light Wall & Coll. Fixtures	7 units
Ent. P.B., Chime & Wiring	1 unit
Tels. Service Connection & Accessories	1 unit
Television Antenna & Wiring	1 unit
Hot Wtr. Hr. Connection & Wiring	1 unit
Washer & Dryer Connection & Wiring	1 unit
Dish Washer Connection & Wiring	1 unit
Oven Connection & Wiring	1 unit
Range Connection & Wiring	1 unit
Exhaust Fan Connection & Wiring	1 unit
Air Cond. Connection & Wiring	1 unit
Refrigerator Connection & Wiring	1 unit
Heating Unit Connection & Wiring	1 unit

**Most adaptable idea from
TODAY'S Research House, Knoxville, Tenn.**

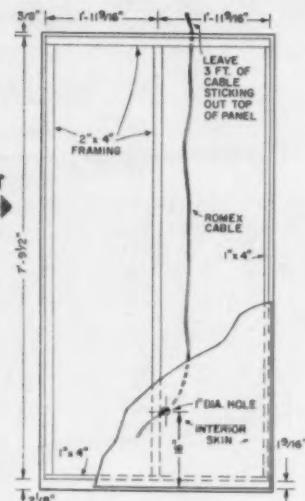
Panels: be your own prefabber



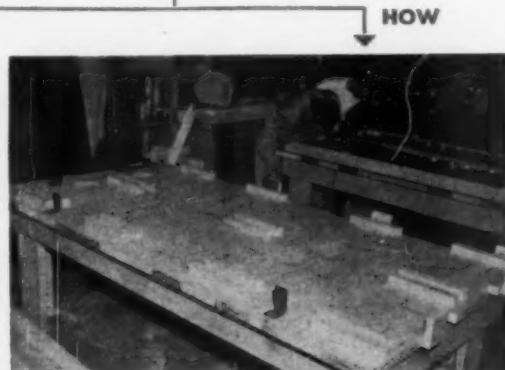
NEW HARDBOARD PANELS are positioned over the bevelled sill plate by three men at the site. Ralph Johnson, Director of the NAHB Research Institute, looks on. Panels are light in weight considering their completeness: interior skin is prefinished; they are wired; have 2% insulation inside.



1 SPEED AND EFFICIENCY built into the component panels erected (above) in the field starts with the construction of the jig table in the shop. Both panel and table are built with material and tools available.



CUTAWAY of the 4' panel shows how it is constructed. No sheathing is used, $\frac{5}{16}$ " Masonite's Sunline siding forms outer skin.



to the small-volume-builder. The table is made of 2" lumber. It is sturdy, built to withstand considerable hammering without loosening or vibrating, adjustable for the 2' and 4' exterior panels used in Knoxville house.

GUIDE FOR THE MONTH OF JANUARY



2 STUDS are placed in jig, top and bottom members nailed to them; 2x4's on top, 1x4's on bottom. Note the angle irons.



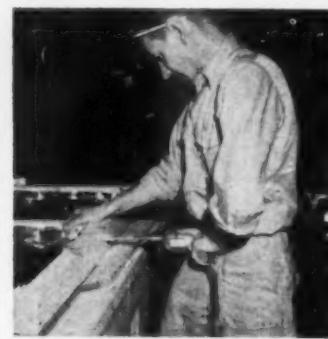
3 EXTERIOR skin is nailed on next, positioned accurately over frame with aid of angle irons projecting above panel frame.



4 AFTER exterior skin is nailed on, panel is flipped over, carried to second table which has positioning angles for inside skin.



5 HEAVY INSULATION with integral vapor barrier is stapled to studs. It is 2 $\frac{5}{8}$ " thick, allows 1" air space in the panels.



6 HOLE for cable is drilled in top of frame. The cable is positioned in the frame with a 3 to 4' pigtail left sticking out.



7 RECEPTACLE HOLE is routed out of the interior skin before skin is nailed to the studs. Template guides router.



8 TOP SKIN or finished interior panel is put in place on top of 2x4 panel frame. Projecting metal stops help position panel.



9 AFTER TOP SKIN is nailed in place sides of it are bevelled smooth with a special hardboard tool called a Bevel-devil.



10 OUTLET BOX is installed and the Romex cable is connected to it. Final step: protective paper is attached to top skin.

1959 PRODUCT SHOW

This is the year

These are the products

Here's your opportunity



• We don't have an opportunity page for nothing. Opportunity has long been a key word in American Builder. We're happy to note that it's also the key word for the NAHB convention. This suits us just fine. Our first issue of '59, presenting the Product Show in Chicago, offers unlimited

opportunities. We're giving you a press preview of almost 400 products . . . those being "unveiled" in the convention booths . . . plus many bonus products which will be making news though they won't be at the show. Take advantage of our readers' reply card to get the data you need. This is the year. The '59 outlook is good. These are the products. Here's your opportunity. Turn the pages to better building through better products.



HILTON



SHERMAN



COLISEUM

Bonus:

AMERICAN BUILDER

Starting here . . .

—see print preview

of products

at the United

For more

turn to D. 104

Follow-up on this

product—read

at the 1959

new products

section on p.

Introducing

highlight products

for 50 more, go

to the Coliseum

For more

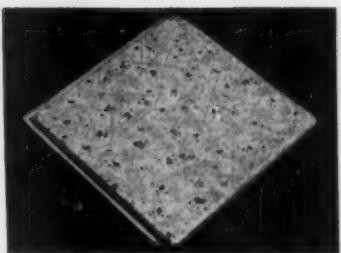
turn to D. 104



Veneers added to line

White ash and American walnut have been added to the veneers now available in Pella wood folding doors. The growing popularity of both veneers in the home and in commercial establishments has prompted the offering by the company.

► Rolscreen Company
Booth Nos. 18-19—Hilton.
Circle No. J2 on reply card, p. 130



Newcomers in ceiling tile

New arrivals among decorative, acoustical tiles are two designs. Both adapt appropriately to any decor. "Open" gives a lift to the ceiling height; "Closed" appears to lower it. Available in 12" by 12" size, one-half inch thick.

► Insulite Division,
Booth Nos. 116-117—Hilton.
Circle No. J3 on reply card, p. 130



New component saves time

"Strutwall," new window-and-wall component introduced by Andersen Corp., offers labor and material savings. Forms a load-bearing wall component suitable to any type frame construction. Available in 7 modular sizes to fit with 16" stud rhythm.

► Andersen Corp.
Booth Nos. 571-574—Sherman.
Circle No. J4 on reply card, p. 130



Has power to spare

This 7 1/2" power saw, Model 533, is adaptable for all sorts of cuts from long rip cuts to compound mitres. With abrasive blades it will also cut iron, steel, marble and cement blocks. Saw, 19 1/4" L, 6 5/8" W, and 9" H, is powered by a 13-amp motor.

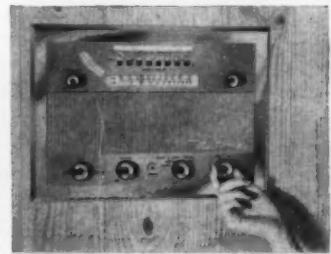
► Porter-Cable Machine Co.
Booth Nos. 508, 509—Sherman.
Circle No. J5 on reply card, p. 130



Latest in gas kitchens

Eleven magazine-designed kitchens and laundries featuring the latest gas appliances will be displayed at A.G.A.'s Unified Gas Exhibit. Six individual appliance manufacturers also will show their latest ranges and heating equipment.

► A.G.A. New Freedom Gas Home Bureau.
Booth No. 797—Coliseum.
Circle No. J6 on reply card, p. 130



Improved radio-intercom

NuTone's new Intercom with FM and AM radio has perfected sound pick up and transmission. Voices are easily recognizable even when the person is standing across the room from the remote speaker. Includes 3 inside and 1 outside remote.

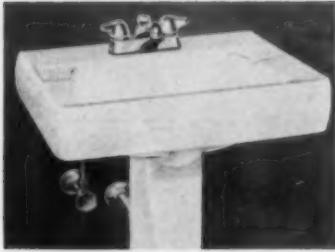
► NuTone, Inc.
Booth No. 323—Hilton.
Circle No. J7 on reply card, p. 130

Exhibition-In-Print starts p. 226



New products on display: see all these at the Hilton Hotel

USE REPLY CARD, P. 130 FOR FREE INFORMATION

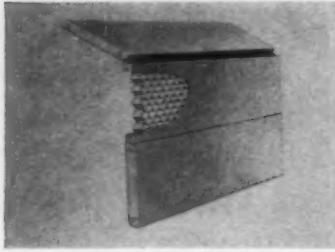


Lavatory is slab-type

The Maywood E-3245-C, a vitreous china slab-type lavatory is available with a china pedestal or tubular chrome legs. It features a large basin and two integral soap depressions. The lavatory comes in 7 decorator colors or white to match or contrast.

► Eljer Div., Murray Corp. of America.
Booth Nos. 101-103—Hilton.

Circle No. J8 on reply card, p. 130

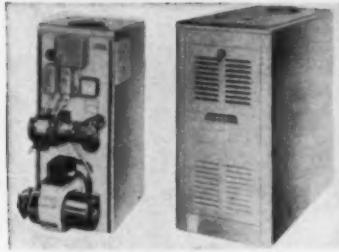


Garage doors for life

These upward-acting garage doors are guaranteed against severe weather conditions for the life of the building. Cutaway section shows: laminated hardboard facings, phenolic resin-impregnated honeycomb core and redwood closures.

► Barber-Colman Company
Booth No. 181—Hilton.

Circle No. J10 on reply card, p. 130



They're oil-fired, packaged

Oil-fired packaged boilers come in 2 types. Type 40: flush-type cabinet; exposure burner and controls; square-shaped heat exchanger. Type 41: extended jacket completely encloses controls and burners; rounded type heat exchanger.

► Mueller Climatrol Div.
Booth Nos. 113-115—Hilton.

Circle No. J12 on reply card, p. 130



To install: snap on

Built-in wall hung kitchen nook comes completely packaged; features a snap-on installation. An open base eliminates complications resulting from heating outlets. Available in decorator colors, stock sizes and custom units.

► The Dormalux Company
Booth No. 363—Hilton.

Circle No. J9 on reply card, p. 130

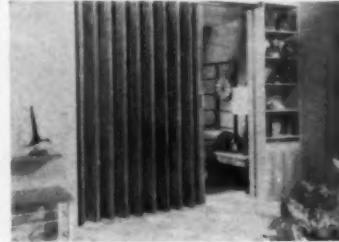


It'll wear and wear

Tessera is a new design series in Vinyl Coronlon flooring. Tiny blocks of vinyl, imbedded in vinyl and surrounded by vinyl grout, make up the heavy wearing surface. Material is backed by moisture-resistant Hydrocord. Available in 7 colors.

► Armstrong Cork Company
Booth Nos. 24-26—Hilton.

Circle No. J11 on reply card, p. 130

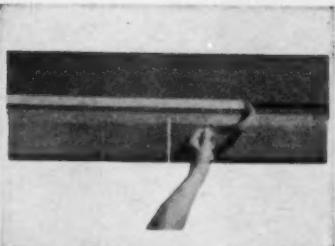


An all-wood folding door

An all-wood folding door has been added to the Modernfold line. The door features 6" wide panels made of hardwood veneers laminated to a solid, particle board core. This provides stability and a handsome appearance, quiet operation.

► New Castle Products, Inc.
Booth Nos. 66-67—Hilton.

Circle No. J13 on reply card, p. 130



Roofing resists fire

Called "Fire-Chex '325", Philip Carey's newest roofing shingle combines a high-fire safety rating with a hold-down adhesive. The extra-heavy shingle is made up of asbestos fiber bonded with thermoplastic asphalt. Is highly weather resistant.

► The Philip Carey Mfg. Co.
Booth Nos. 27-29—Hilton.

Circle No. J14 on reply card, p. 130

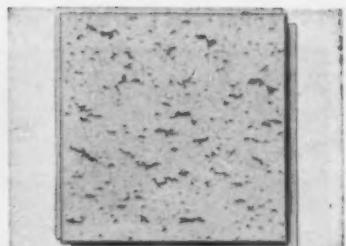


Heat and lamp fixture

The People Heater: a triple-lamp lighting fixture combined with an infra-red heater. Designed for surface-mounted ceiling installation in the bath. It produces light and instant heat. Model #5006 can be quickly installed.

► Emerson-Pryne Co.
Booth Nos. 59-60—Hilton.

Circle No. J17 on reply card, p. 130

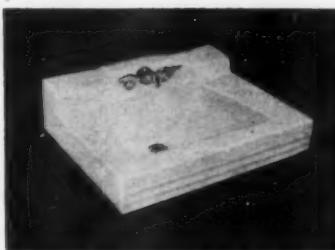


Tile simulates marble

Called "Travertine", this new ceiling-tile pattern is the newest in this company's line of fibre products. The new tiles are 12"x12" in size, and are designed to be either nailed or stapled to one inch furring strips providing fast, easy application.

► The Celotex Corp.
Booth No. 4—Hilton.

Circle No. J20 on reply card, p. 130

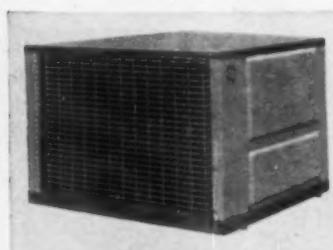


New wall-hung lavatory

A new deluxe vitreous-china lavatory has been added to this company's line of bathroom fixtures. Called the "Futura", it is a wall-hung, shelf-back, slant-ledge design. Is available in four sizes and eight colors to provide variety for baths and lavatories.

► Richmond Div., Rheem Mfg. Co.
Booth Nos. 338-339, 356-357—Hilton.

Circle No. J15 on reply card, p. 130



Cools with no water

This remote-control condensing unit, uses no water and will cool a house at little cost. Flexible, can be used with any forced-air gas or oil furnace and good duct system. Recommended to be used with compact GE AIR-WALL system.

► General Electric Company
Booth Nos. 46-55—Hilton.

Circle No. J18 on reply card, p. 130



Vinyl gets design and color

Laminated vinyl tub enclosures and shower doors are getting design and color in an interesting fashion. National Aluminum Co., producers of the units, creates these effects using real materials as butterflies and leaves. Colors can harmonize or contrast.

► National Aluminum Co.
Booth No. 361—Hilton.

Circle No. J21 on reply card, p. 130

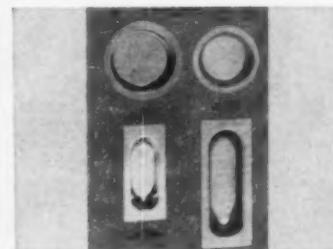


Boiler fits compact areas

A gas-fired boiler combining high capacity with compact dimensions has been announced. Model G-2 stands 33½" high and requires minimum floor space. It is available in popular sizes, from 3 to 7 sections, factory assembled.

► American Standard Corporation
Booth Nos. 133-138—Hilton.

Circle No. J16 on reply card, p. 130



Adds quality at low cost

Four new sliding-door pulls, added to the Thirtee brand line, can be had in four finishes—bright brass, dull bronze, bright chrome and satin aluminum. Of anodized aluminum, round or square, they are easily installed by means of two wood screws.

► John Sterling Corp.
Booth Nos. 225-227—Hilton.

Circle No. J19 on reply card, p. 130



Prefab features aluminum

Aluminum roofing and siding, both with baked finish, are the big new ideas introduced in this company's 1959 line of manufactured homes. The new designs are called "California Contemporary", and are the company's luxury line.

► National Homes Corp.
Booth Nos. 62-63—Hilton.

Circle No. J22 on reply card, p. 130

1959 PRODUCT SHOW: AT THE HILTON

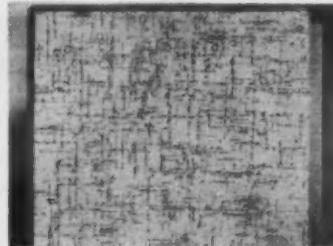


Foundation coating blends in

A cement-base masonry coating, Thoroseal Foundation Coating becomes part of the masonry to which it's applied. Seals against water and dampness, resists ground acids. Generally accepted in most states by FHA, VA, building codes, banks.

► Standard Dry Wall Products Inc.
Booth No. 152—Hilton.

Circle No. J23 on reply card, p. 130



New easy-to-apply panels

Easily applied Decobord is ideal for home remodeling or building. Available in a variety of rich colors—panels are used on ceiling, the planking on the walls. Both have flame-resistant surface. Its textured appearance creates harmonizing effects.

► Johns-Manville.
Booth Nos. 84-86—Hilton.

Circle No. J26 on reply card, p. 130



Paneling is strong

A 7/16" factory-finished plywood panel that can be applied directly to studs is this company's newest product. A special 3/8" center gives enough strength to the paneling so that underlayment is not necessary. Easy application saves time, labor on the job.

► Roddis Plywood Corp.
Booth No. 2—Hilton.

Circle No. J29 on reply card, p. 130



Natural-wood-look panels

"Charter Oak" plywood wall panels recapture the authentic look of hand-hewn oak planks used for interior walls by pioneer Americans. Panels are cut from logs selected for special grain interest and are given a fine-furniture finish.

► United States Plywood Corp.
Booth Nos. 147-149—Hilton.

Circle No. J24 on reply card, p. 130

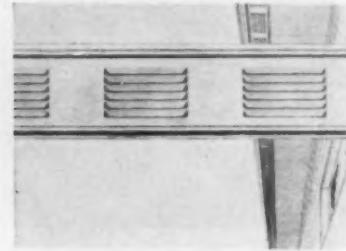


Windows are all-purpose

This company's new line of single-and double-hung aluminum windows can be adapted to any type of construction from modern to Colonial. Mounting is by either fins or anchors. Spring tension in the balances is constant at any opening.

► Republic Steel, Truscon Div.
Booth Nos. 5-7—Hilton.

Circle No. J27 on reply card, p. 130

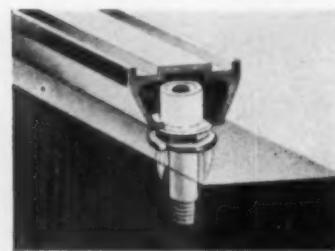


Soffit vent in strips

A new soffit ventilating system has been announced by Air Control. Called "Trimvent", the new system consists of louvered strips, 2 1/2" wide and 8' long. The strip is nailed up into a gap which is left in the soffit. Gives trim appearance.

► Air Control Products, Inc.
Booth Nos. 175-176—Hilton.

Circle No. J30 on reply card, p. 130



Multi-opening hardware

The unit shown above was designed to fit all openings regardless of their width. When ordering the unit from your supplier, you won't have to order different sizes to fit the various size openings in the house since one unit fits all openings.

► Grant Pulley & Hardware Co.
Booth Nos. 301-302—Hilton.

Circle No. J25 on reply card, p. 130

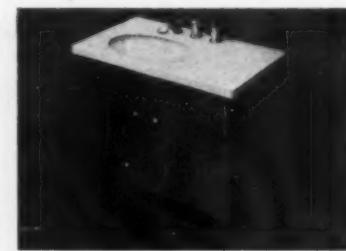


Features 32-ft. truss

More room at lower cost is announced by this home manufacturer through the use of a 32-foot roof truss. This complete new line has a 3-bedroom model with 1,380 sq. ft., and a 4-bedroom model with 1,528 sq. ft. of living space. Other models are available.

► Pease Woodwork Co., Inc.
Booth No. 241—Hilton.

Circle No. J28 on reply card, p. 130



Wide-shelf lavatory shown

A new line of wide-shelf lavatory sinks, called the "Chaucer" line, have oval shaped bowls with integral overflow, anti-splash rim. The new model is a versatile item. Can be installed on legs, installed in a counter top, or built into a cabinet.

► Briggs Manufacturing Co.
Booth Nos. 105-107, 124-126—Hilton.

Circle No. J31 on reply card, p. 130

Use reply card, page 130, for more information

A complete new line — ranging from strikingly designed knobs and equally striking interchangeable backplates to such functional items as a powerful new magnetic catch and a full array of surface and semi-concealed hinges. Complete range of finishes, too, with knobs and backplates available in tu-tone combinations. Modern, decorative design makes a perfect match for Dexter entrance and interior locksets. And, like Dexter locks, every piece installs quickly and easily — and meets the Dexter standard of quality craftsmanship.

*new
cabinet
hardware*

BY DEXTER

Write for new brochure to:

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

1959 PRODUCT SHOW: AT THE HILTON



Installs under countertop

"Duomatic" gas washer-dryer fits flush under countertop of 36"-high standard base cabinets. New remote-control feature controls all wash-dry functions. "Face" panels are easily changeable if redecorating or remodeling kitchen is in order.

► Philco Corp.
Booth Nos. 177-180—Hilton.

Circle No. J32 on reply card, p. 130

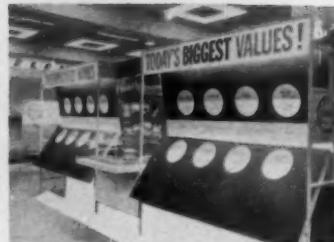


Neoprene vent flashing

A double-seal neoprene vent flashing, requiring only a non-hardening caulking, saves job time. Assures positive water-tight seal. Is strong, flexible and corrosion-proof. Won't stain roofs. This flashing is said to be extremely durable.

► Carrollton Manufacturing Co.
Booth Nos. 375-377—Hilton.

Circle No. J35 on reply card, p. 130

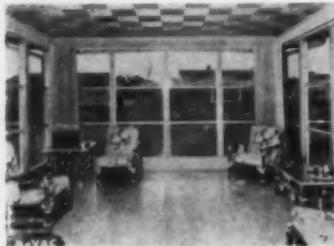


Home manufacturers exhibit

This exhibit will be set up and staffed by the Home Manufacturers Association at the NAHB Convention. Photographs of typical models offered by association members will be shown, as well as a scale model of a split level design.

► Home Manufacturers Association.
Booth Nos. 157-158—Hilton.

Circle No. J38 on reply card, p. 130

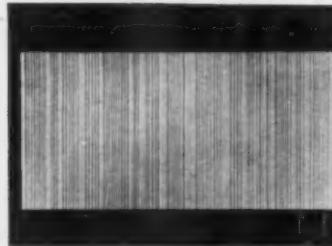


Glass-wall design window

Three-paneled, triple-hung window expands living area . . . a porch becomes an extra, year-round room provided with three-way ventilation. The construction, design offers versatile installation. Also usable for patios and breezeways.

► DeVAC, Inc.
Booth Nos. 368-369—Hilton.

Circle No. J33 on reply card, p. 130



Shingle simulates wood

This asbestos-cement shake shingle looks like wood and has exceptional durability. The shake is 12" by 24" in size, and its striations are closely modeled after wood. Available in 5 colors; coloring is an integral part of the material.

► Keasbey & Mattison Co.
Booth No. 383—Hilton.

Circle No. J36 on reply card, p. 130



Plan books on display

A variety of home plan books will be on display at the Garlinghouse booth. Featured is the new 32-pg "Lake Shore and Mountain Cottages"—describes many prefab designs. Books available directly from the manufacturer for a small charge.

► L. F. Garlinghouse Co.
Booth No. 330—Hilton.

Circle No. J39 on reply card, p. 130



New two-purpose furnaces

Upflow, counterflow or horizontally mounted new gas-fired furnaces are adaptable to air conditioning. Air deliveries are matchable to any type of residential-duct system. Quieter operation (larger blower fans) plus increased insulation.

► Bryant Mfg. Co.
Booth Nos. 109-111—Hilton.

Circle No. J34 on reply card, p. 130



Cabinets are wood or steel

Kitchen cabinets come with choice of steel or all wood fronts. Wood doors are available in either light birch or darker fruitwood. Steel cabinets are finished in sandalwood color. Doors are designed so they can be easily changed.

► Youngstown Kitchen Division.
Booth Nos. 118-122—Hilton.

Circle No. J37 on reply card, p. 130



Window is low in cost

A low-cost single-hung aluminum window, called the Series #80, is offered by this corporation. The unit includes spirex balances, wool-pile weather stripping, and snap-in muntins, which eliminate the need for large stocks.

► Ceco Steel Products Corp.
Booth Nos. 87 & 100—Hilton.

Circle No. J40 on reply card, p. 130



Removability

makes the big difference

Modern windows, like the modern tractor-trailer unit, are *removable*. With sash out, builders install the lightened units in half the time—with half the labor—required for ordinary units.

Job site damage and delays are almost entirely eliminated. Painting time is shortened, too, by cutting-in sash separately on easel or bench.



Buyers prefer homes with modern, removable R-O-W Wood Windows—now balanced with the exclusive LIF-T-LOX mechanism which permits instant sash removal.

NAHB SHOW
Booth 104
Conrad Hilton
•
Booth 538
Sherman Hotel

R-O-W and LIF-T-LOX are the registered trade-marks of the R-O-W Sales Company

R-O-W SALES COMPANY • 1301-1 ACADEMY • FERNDALE 20,

MICHIGAN

Realtors give Oak Floors the highest rating on sales appeal

88.8% SAY OAK FLOORS "MOST ACCEPTABLE" IN NATIONWIDE SURVEY

Realtors . . . the people who actually sell homes . . . are probably better qualified than anyone to pinpoint those features prospective home buyers want most. In the matter of floor choices, realtors give an overwhelming vote for Oak. In a new nationwide survey realtors were asked to rate the degree of acceptability to prospective home buyers of various floors and floor coverings used in living, dining and bedrooms. Strip Oak Floor was

voted "most acceptable" by 88.8% of the 844 realtors surveyed. This was more than *triple* the vote given the next highest-rated flooring. Here's convincing evidence of the sales stimulus Oak Flooring can give your new homes. When you use Oak Floors you can count on buyer acceptance without question . . . and benefit from the plus value of Oak's recognition as a mark of quality construction in any home.

Oak Floors assure home buyers top resale value

Today, one out of five Americans moves every year. This high mobility rate has made home buyers more conscious of resale values. Floors, quite naturally, are an important consideration because they are subject to so much constant wear. Oak, better than any other flooring material, retains its beauty and resists signs of aging and use. The warm, rich grain and coloring of Oak Floors never fade or go out of style; never pose a problem of decorating harmony. This combination of outstanding characteristics helps assure top resale value for any home.

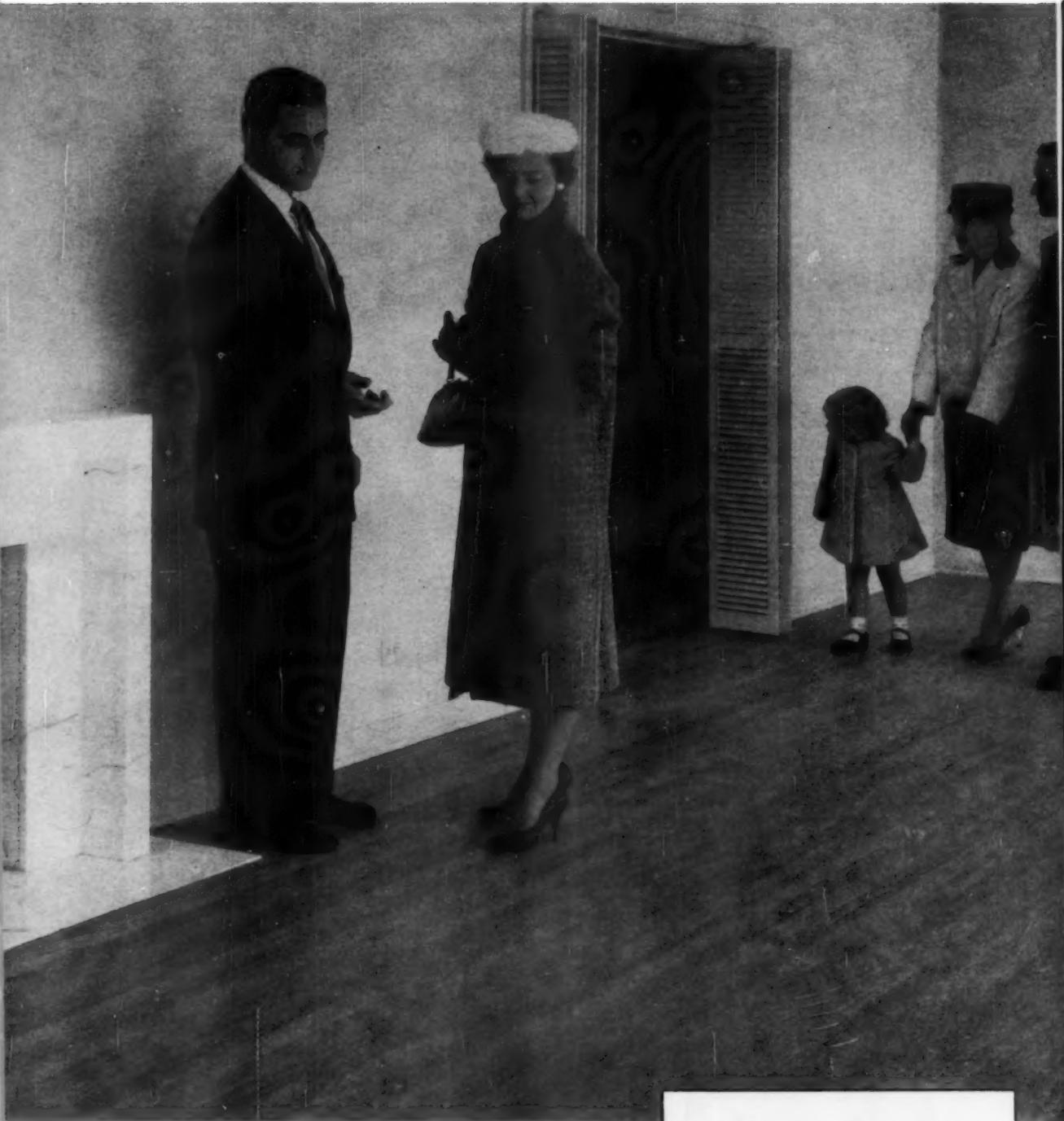


American families are on the move



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
814 Sterick Building, Memphis 3, Tenn.

The most popular,



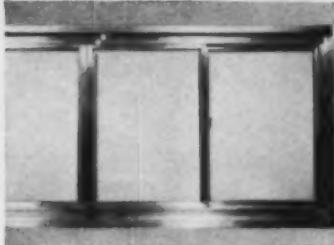
Here's why home buyers prefer Oak Floors

- | | |
|-----------------------------|------------------------|
| Lifetime durability | Natural wood beauty |
| Distinctive grain and color | Comfortable resilience |
| Resistance to damage | Non-denting surface |
| Easy to keep clean | Warm and healthful |
| High insulating quality | Low cost |

**OAK
FLOORS**

most practical of all floors

1959 PRODUCT SHOW: AT THE HILTON



Factory-assembled windows

The Century series 200 horizontal rolling window matches other types produced by the same manufacturer. Aluminum interior and exterior trim may be used or the window may be installed with available anchors. Pictured is 4-lite model.

► **Century Aluminum Corporation.**
Booth No. 367—Hilton.
Circle No. J41 on reply card, p. 130



Appliances save space

This kitchen is designed to put a maximum number of appliances in a minimum floor space. It features two free-standing unitwalls which are made by stacking up individual appliances and combining them conveniently with cabinets.

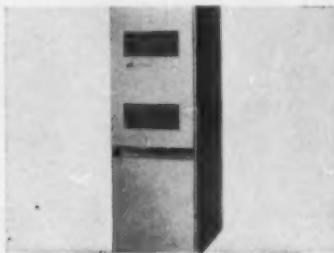
► **General Electric Corp.**
Booth Nos. 46-55—Hilton.
Circle No. J44 on reply card, p. 130



Prefab has two baths

A one-and-one-half story true Cape Cod has lots of living space with four bedrooms, two full baths, living-dining room, kitchen, two linen closets, extra closet and storage space. Total living area is 1,250 sq. ft. Can be erected on a small lot.

► **Harnischfeger Homes, Inc.**
Booth Nos. 33-34—Hilton.
Circle No. J47 on reply card, p. 130



Furnace works with a/c

The new line of Custom Trim Boy air-conditioning furnaces are specifically engineered for air conditioning applications. Ranging from 80,000 to 145,000 btu, they are ideal for 2-, 3-, 4- and 5-ton a/c systems. Model 2661 shown.

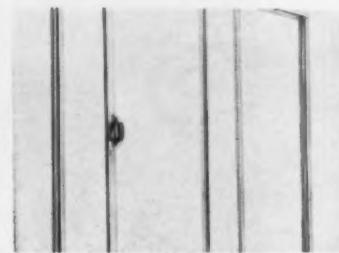
► **The Coleman Company.**
Booth Nos. 40-44—Hilton.
Circle No. J42 on reply card, p. 130



New built-in a/c units

Cooling capacity of one Built-In Thinline air conditioner is 10,000 BTUs, more than enough to cool a room in an average-size home. Blends harmoniously with various wall decors. Fits almost flush with both inside and outside walls.

► **General Electric Corp.**
Booth Nos. 46-55—Hilton.
Circle No. J45 on reply card, p. 130



Door slides easily

The "Five Grand," styled with the d'Cor charcoal-finished contour pull, moves easily along its weather-sealed threshold. Locking stile has no bend or give. Weather seal prevents air, weather and water infiltration. Lock mechanism burglar-, tamper-proof.

► **Nudor Manufacturing Corp.**
Booth No. 358—Hilton.
Circle No. J48 on reply card, p. 130



Standard glass size used

Sceneramic aluminum sliding glass doors are designed to use standard glass sizes—eliminating cutting and waste. Factory sub-assembly includes attachment of weatherstripping, door latch hardware, nylon roller assemblies, etc. Product is a time-saver.

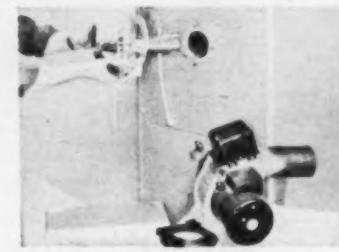
► **Oro Manufacturing Co.**
Booth No. 359—Hilton.
Circle No. J43 on reply card, p. 130



Folding doors are durable

This complete line of functional and decorative folding doors are easily installed and satisfy all design requirements. Available in a wide range of sizes, styles, patterns and colors. Hardware and door units are factory-fabricated.

► **Clopay Corporation.**
Booth No. 204—Hilton.
Circle No. J46 on reply card, p. 130



Offers conversion burner

Conversion from oil to gas fuel is simplified for owners of furnaces manufactured by this company by the introduction of a new conversion burner. Capacities of the owner's original oil furnaces can be duplicated very closely.

► **Rheem Manufacturing Co.**
Booth Nos. 72-73—Hilton.
Circle No. J49 on reply card, p. 130



America's Best Buy in a Power Hack Saw!

*First on the market
First in performance
First with professional
workmen everywhere*

MOST POWER
PER DOLLAR



SAWZALL

There's only one Sawzall! Thousands of workmen have proved that over many years... by their preference have made Sawzall America's No. 1 power hacksaw... your best buy when you want:

- the utmost in heavy duty cutting power
- professional fine-tool quality
- all-day handling ease, comfort and safety (one-hand operation. Won't overheat or overload)

- freedom from costly maintenance
- lasting satisfaction (heavy duty built throughout. Full ball and roller bearings. Milwaukee high-torque motor).

Ask your Milwaukee distributor for a demonstration or write:

Milwaukee Electric Tool Corporation
5356 W. State Street • Milwaukee 8, Wis.

Sawzall Deluxe

SAWZALL

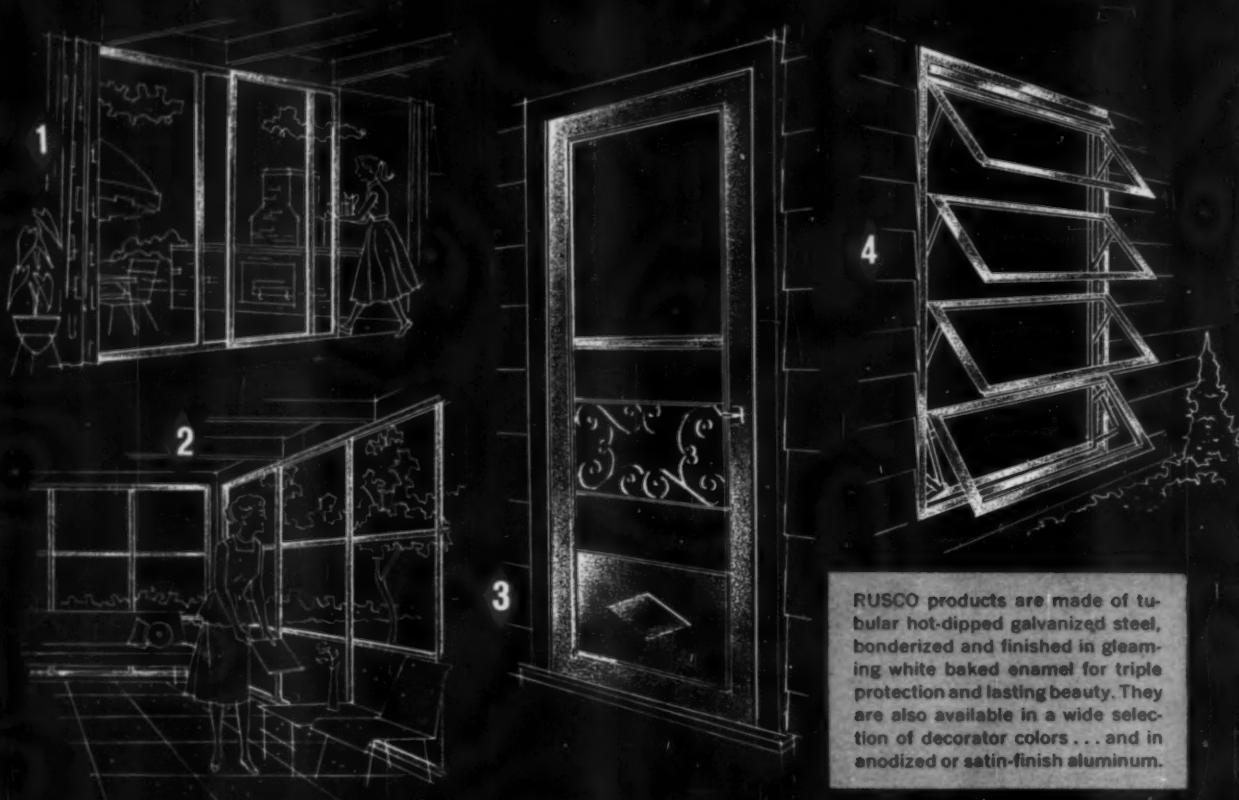
De Luxe Blade

Remember, only genuine "SAWZALL" Deluxe Blades cut twice as fast... last 10 times longer.



Look in the Yellow Pages
Under: "Tools - Electric"

RUSCO... One Great for these New Construction



RUSCO products are made of tubular hot-dipped galvanized steel, bonderized and finished in gleaming white baked enamel for triple protection and lasting beauty. They are also available in a wide selection of decorator colors . . . and in anodized or satin-finish aluminum.

See RUSCO Beauty, Quality
RUSCO NAHB Booth

1 SLIDING GLASS DOORS:
For Budget and Custom Insta-
llations. Optional Dual
Glazing.

2 7 BEAUTIFUL PATIO AND
PORCH ENCLOSURES

3 AMERICA'S
MOST BEAUTIFUL ALL
WEATHER DOORS:
Interchangeable and Self-
Storing Models.

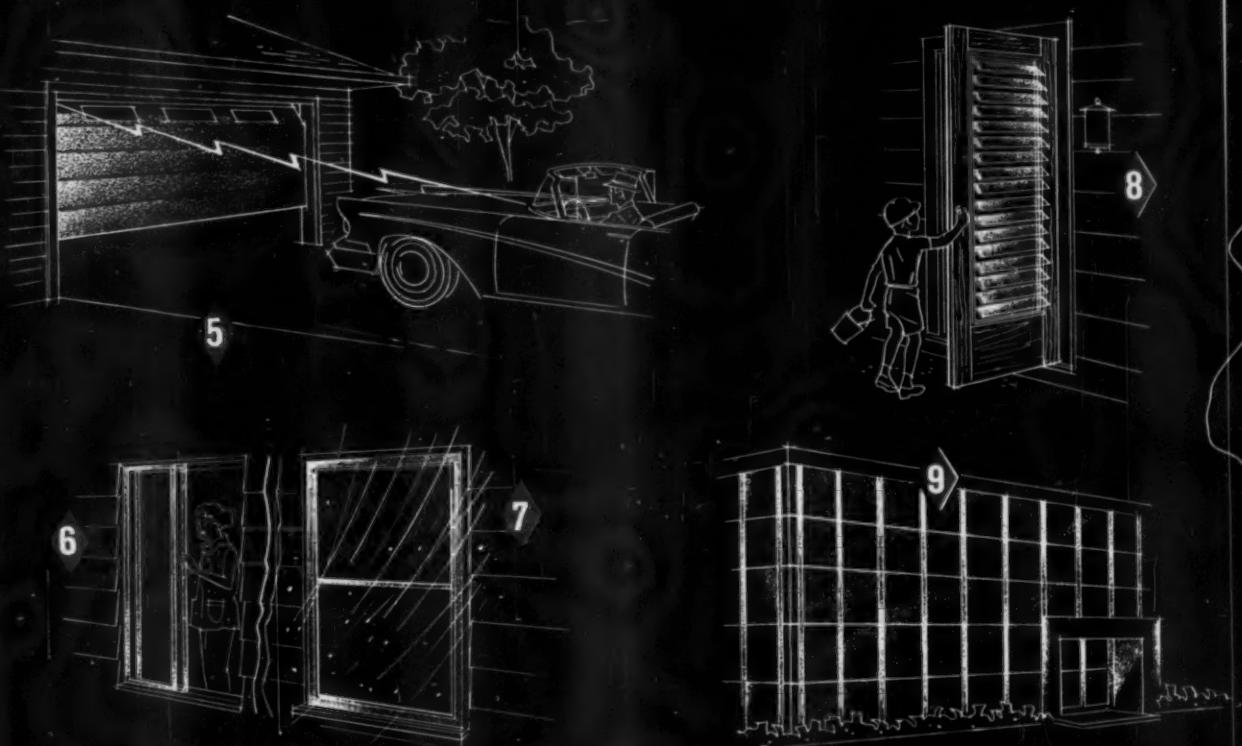
4 VERSATILE AWNING-TYPE
WINDOWS:
Glazed with Clear Glass,
Obscure Glass or Colored
Fiberglas®

DISTRIBUTORS: There may be a valuable RUSCO franchise open in your area. Why not write us today?



The F. C. RUSSELL Company
THE GREATEST NAME IN WINDOWS AND DOORS

Name...One Reliable Source and Modernization Products



and Economy for Yourself at the
No. 201, 202 and 203

5 SECTIONAL STEEL
GARAGE DOORS AND
ELECTRONIC OPERATORS

6 COMPLETE LINE
OF PRIME WINDOWS
FOR NEW CONSTRUCTION
AND MODERNIZATION:
Horizontal and Vertical Slide,
Vertical Balanced, Hopper
Vent and Fixed-Lite Picture
Windows.

7 FAMOUS WHITE BEAUTY
SELF-STORING
COMBINATION WINDOWS

8 DISTINCTIVE JALOUSIE
WINDOWS AND DOORS:
With Interchangeable Screens
and Glass Insulating Panels.

9 COMPLETE CURTAIN
WALL SYSTEMS:
Grids, Windows, Porcelain-
on-Steel Panels.

If you are not attending the NAHB Show, write for descriptive literature. Dept. AB 159

Columbiana, Ohio IN CANADA: Scarborough, Ontario

Copyright 1959—The F. C. Russell Company

Always one step ahead
of the weather with
RUSCO

1959 PRODUCT SHOW: AT THE HILTON

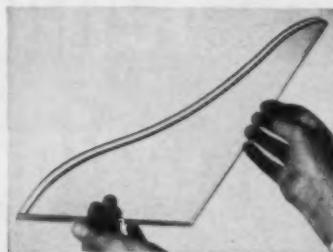


Adhesive sets many tiles

Epoxy-type adhesive No. 9 does not depend upon air drying, sets firm and tight by catalytic action after tile is laid. In absence of hydrostatic pressure, it makes installation possible on concrete below grade for many types of tiles.

► Kentile, Incorporated.
Booth No. 336—Hilton.

Circle No. J50 on reply card, p. 130

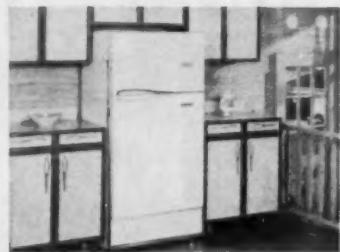


Glass is double-paned

Cutaway corner section of this all-glass, insulating double window unit is shown here. Two sheets of double strength window glass are welded together at the edges, and separated by a $\frac{3}{16}$ " blanket of dry air. Sets in sash like a single piece of glass.

► Libbey-Owens-Ford Glass Co.
Booth Nos. 143-144—Hilton.

Circle No. J53 on reply card, p. 130

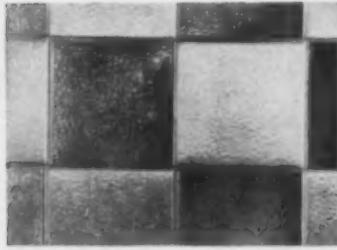


Frost doesn't form

Freezer defrosting is eliminated in the 12.4-cu. ft. Frigidaire refrigerator-freezer combination. Cubes drop into the storage bin in the 90-lb. freezer at touch of the ejector handle. Free-standing unit fits into any kitchen. Styling concept has feminine appeal.

► Frigidaire Div., General Motors.
Booth Nos. 183-200—Hilton.

Circle No. J56 on reply card, p. 130

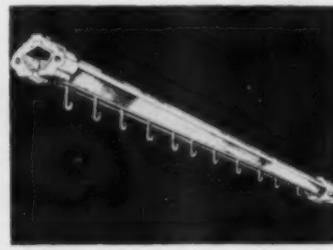


"Peen-textured" metal tiles

The modern process of hammering and grain-polishing has been applied to solid copper, stainless steel, brushed aluminum. Result: $4\frac{1}{4}'' \times 4\frac{1}{4}''$ wall tiles for interiors that invite the rich permanence of refined natural-metal decoration.

► Vikan Tile Corp.
Booth Nos. 320-322—Hilton.

Circle No. J51 on reply card, p. 130



Moisture-proof shower rod

Aluminum shower rod is anodized to permanently withstand bathroom moisture; nor will it ever chip, peel or crack. Rod comes in 5' and 5'6" lengths. Available in decorator colors to match bath accessories. Hooks for shower curtain are built-in.

► Mirro-Chrome Company, Inc.
Booth Nos. 315-316—Hilton.

Circle No. J54 on reply card, p. 130



Fruitwood-finish cabinets

The "fine-furniture" look appears in kitchen-cabinet line just introduced. Raised-panel doors, diamond-cut drawers and unseen hardware strike a new design note. Alternate finishes are being planned on custom-ordered basis.

► Colonial Products Co.
Booth Nos. 164-167—Hilton.

Circle No. J57 on reply card, p. 130

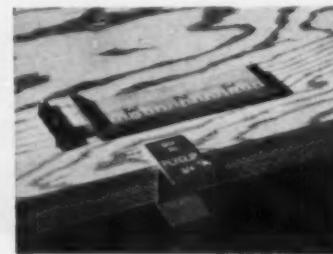


The two-sided bathtub

Double apron-double seat bathtub makes two bathrooms for the space and price of one. Two semi-opaque sliding shower doors give complete privacy from either side. Full 1" wall flange at each end insures leak-proof joining to walls.

► AllianceWare, Inc.
Booth Nos. 159-160—Hilton.

Circle No. J52 on reply card, p. 130



Eliminate wood blocking

Called "Plyclips," these fasteners are designed to stiffen unblocked edges of plywood in roof decks. In standard roofs, the clips provide adequate substitution for 2x4 blocking, and at considerably lower cost. Also will save builder time.

► Douglas Fir Plywood Assn.
Booth No. 37—Hilton.

Circle No. J55 on reply card, p. 130



Round countertop lavatory

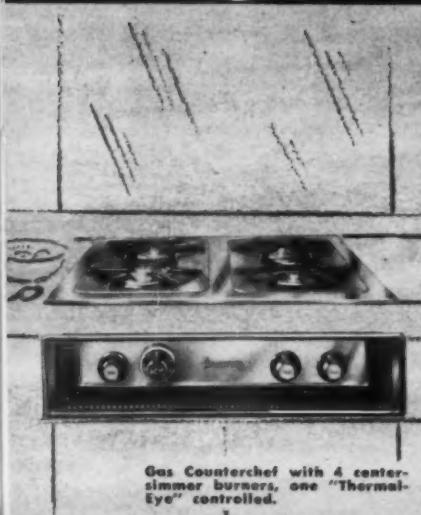
Called the Crown, Crane Co.'s round countertop is made of vitreous china and features an oval basin with a concealed front overflow. A single faucet can be installed in the countertops of tile, plastic or marble. In new color: Desert Turquoise.

► Crane Company.
Booth Nos. 74-79—Hilton.

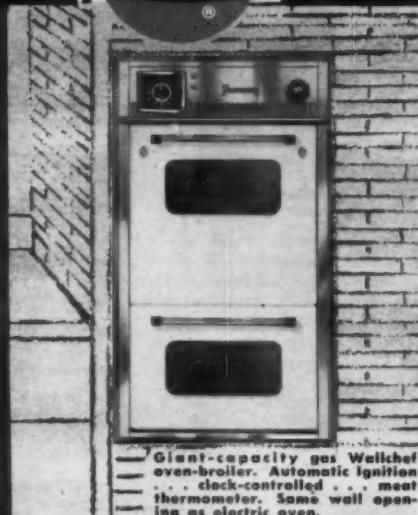
Circle No. J58 on reply card, p. 130

Use reply card, page 130, for more information

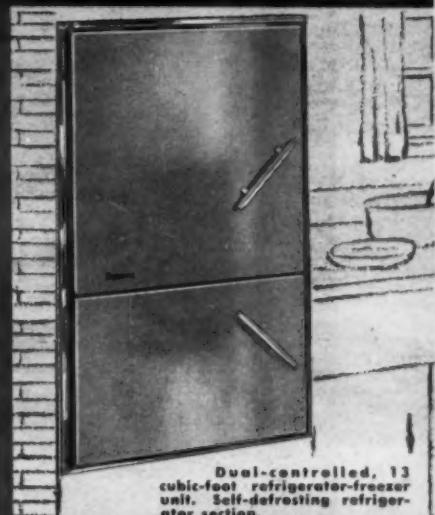
the pioneer PREWAY line for '59



Gas Counterchef with 4 center-simmer burners, one "Thermal-Eye" controlled.

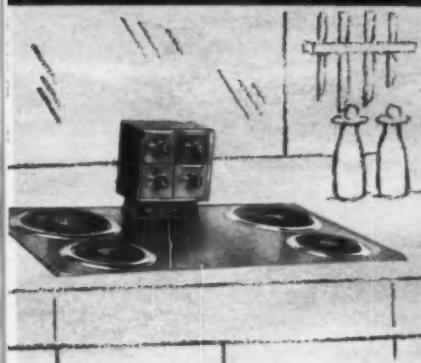


Giant-capacity gas Wallchef oven-broiler. Automatic ignition . . . clock-controlled . . . meat thermometer. Same wall opening as electric oven.

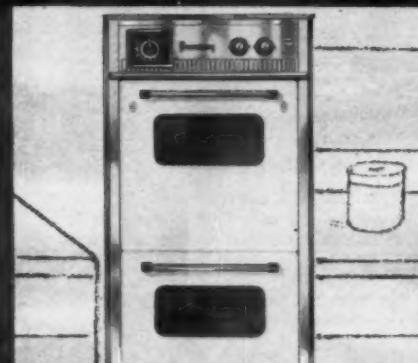


Dual-controlled, 13 cubic-foot refrigerator-freezer unit. Self-defrosting refrigerator section.

FIRST WITH THE MOST



Genuine stainless steel electric Counterchef with new Pylon Control. One thermostatically operated element.

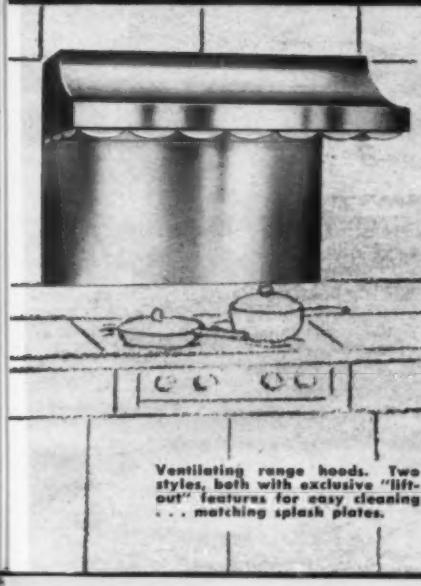


Clock-controlled two-oven electric Wallchef — extra large capacity . . . rotisserie and automatic appliance outlet. Same wall opening as gas oven.



Front-loading dishwasher with "Turbo-Wash" feature. Pump or gravity drain. In satin chrome and antique copper only.

in built-in appliances



Ventilating range hoods. Two styles, both with exclusive "lift-out" features for easy cleaning . . . matching splash plates.

Better Homes
and Gardens

House Beautiful

PREWAY
Nationally Advertised

To "Merchandise" your kitchens, use ad display cards and reprints of PREWAY black and white and color advertising soon to appear in these and other leading national magazines.

Exhibiting at
NAHB Show
Coliseum
Space
893-894

Here, for the first time, Mr. Builder, is what you want . . . everything you need for the built-in kitchen from one responsible, time-proved source. PREWAY provides the most complete line in the country . . . electric and gas ovens and ranges, ventilating range hoods, refrigerator-freezer and dishwasher — all full of fashion in design and color, all fully engineered for push-in installation, and all fully competitive in price to be full of profit for you.

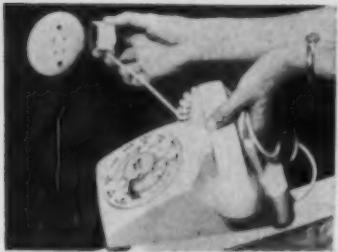
See PREWAY at the N.A.H.B. Show, Space 893-894, at The Coliseum, or write today for complete information.



Inc., 8159 Second Street, North
Wisconsin Rapids, Wis.

Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods, dishwasher.

1959 PRODUCT SHOW: AT THE HILTON

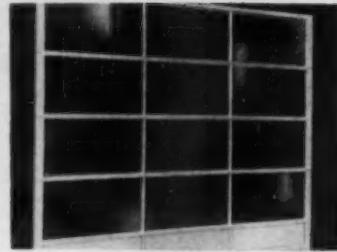


Telephone service ideas

Newly designed telephone outlet is shown. Available in ivory and other colors. Surface can be painted to wall color. Possible telephone service ideas including flexibility of arrangement, concealed wiring, pre-wiring multiple outlets shown.

► American Telephone and Telegraph Co.
Booth Nos. 15-16—Hilton.

Circle No. J59 on reply card, p. 130

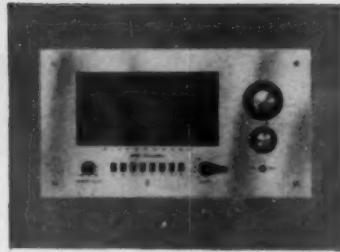


Aluminum overdoors

Narrow profile, anodized members of McKee extruded aluminum alloy sectional overdoors offer more strength and durability. Interchangeable standard components insure rapid, economical repair in case of damage. Door operates smoothly.

► McKee Door Co.
Booth Nos. 207-208—Hilton.

Circle No. J62 on reply card, p. 130



Transistor-operated intercom

An engineered-for-tomorrow system operating on transistors provides complete intercom, radio and door answering service to and from all rooms. Designed for long term use, this easy-to-install home intercom cuts electricity cost $\frac{1}{10}$ per cent.

► Rittenhouse Co., Inc.
Booth Nos. 59-60—Hilton.

Circle No. J65 on reply card, p. 130

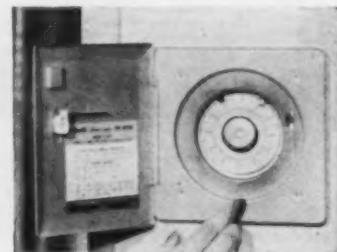


Wood folding doors

Consolidated General Products has new folding doors called "Louver-Fold Doors" constructed of natural-wood veneers. Adjustable vertical louvers provide better control of both light and air—opened, creates see-through partition.

► Consolidated Gen. Products Co.
Booth Nos. 380-381—Hilton.

Circle No. J60 on reply card, p. 130



Controls lights automatically

This automatic light control turns the lights or appliances on and off automatically every day. Called the Lamp Lyter, it is housed in a receptacle the size of a double junction box and can be mounted flush in a wall. Can be manual unit.

► International Register Company.
Booth No. 382—Hilton.

Circle No. J63 on reply card, p. 130



Gutters for a lifetime

Owens-Corning Fiberglas Permadrain gutters and downspouts last a lifetime. Made of reinforced plastics, will not rot, dent, rust, corrode or split-freeze. Require no painting, can be nailed like wood, are light weight, strong. Will hold 200-lb. man.

► Owens-Corning Fiberglas Corp.
Booth Nos. 12-13—Hilton.

Circle No. J66 on reply card, p. 130



Units have modular design

Lennox Industries' new Landmark line has been designed to be flexible. Heating, cooling coil and blower-filter elements are enclosed in separate cabinets which align into a single assembly. Unit shown is installed in closet space.

► Lennox Industries Inc.
Booth Nos. 211-214—Hilton.

Circle No. J61 on reply card, p. 130



Range fits countertop

One-piece, built-in range with recessed cooktop and 21" Master Oven fits compactly into the countertop unit. Is supported by its own single-drawer base cabinet. Remote control panel can be located any distance away from the unit.

► General Electric.
Booth Nos. 46-55—Hilton.

Circle No. J64 on reply card, p. 130



Striking effects available

L shaped $\frac{3}{4}$ " Designers' Tile permits numerous designs such as the one shown above. Available in 13 luster colors as well as plain, marbled and granitetone. Can be suitably used in bath, dinette or kitchen with an air of uniqueness.

► Artcrest Plastics Company.
Booth Nos. 317-318—Hilton.

Circle No. J67 on reply card, p. 130

Use reply card, page 130, for more information



Announcing a **NEW** triple profit package for the builder!

More and more prospective homeowners are looking for ceiling tile in the homes they plan to buy.

In tune with this trend we are pleased to announce the addition of a new perforated ceiling tile to the Certain-teed line of building products. Made of tough wood fibers, Certain-teed ceiling tile is designed for lasting beauty — durability — and economical installation.

Another new product in the Certain-teed line for '59 is an excellent quality low cost interior building board that has a superior finish . . . this, too, is made for quick, economical installation insuring better builder profits.

All over America Certain-teed color-tuned roofs are going up on more and more homes because builders know they're in tune with the demand of homeowners for the RIGHT COLORS. Only Certain-teed can offer you the new "Color-Tuned Roofing Systems" researched and designed by famous color authority Beatrice West. For the newest products in tune with the times and *designed for profit* — look to Certain-teed.

See the Certain-teed line for '59 at the NAHB convention — Chicago — Hotel Sherman — Booth 469 — January 18-22.



Certain-teed® ... Superior Products through Creative Research

Certain-teed Products Corporation
Ardmore, Pa.
Plants and offices throughout the United States

"OUR DEPENDABLE FORD SIX IS ALWAYS ON THE JOB!"



*says Harold G. Strait
Strait's Hardware
Mansfield, Pennsylvania*

**"We bought our pickup in '55 and
haven't had the head or pan off.
It starts real easy, even in
the coldest weather.**

"And this Ford F-100 pickup is sure economical! We get good gas mileage, and I don't even remember having any troubles with it, or spending one dime on repairs. All

we've done is had it greased and the oil changed regularly.

"We have the Custom Cab, and it rides well and makes driving easier. Another reason for having a Ford truck is the confidence I have in our local Ford Dealer.

"This store was started by my father in 1891 and I've been in the hardware business for 38 years. We do plumbing, heating and air conditioning, too! I've used Ford trucks beginning with the model T, and plan to get a '59 Ford pickup soon."



Go FORD-WARD for savings, with '59 Ford Trucks!



Join the *Ford-ward* march to savings! Whatever your job . . . wherever you do it . . . you'll discover, just as Mr. Strait did, that a Ford truck is your best investment. And for '59 there are even more reasons to make this worthwhile move. You'll find:

Husky new ½-ton Panel (pictured above) offers 158 cubic feet of loadspace on 110" wheelbase. All-steel body and weather-sealed plywood floor make this an excellent truck for hauling all types of tools and equipment

New gas economy in the industry's most modern 6-cylinder engines

Rugged durability in the box girder construction of the Styleside pickup's cab-wide box

Wider choice of transmissions including Ford's new Heavy Duty Cruise-O-Matic

Smoothest ride of any half-ton pickup

And for the 13th straight year, independent insurance studies prove that Ford trucks last longer! For a truck that goes all out to save time, work and money on *your* job, see your local Ford Dealer and go *Ford-ward* for savings!

FORD TRUCKS COST LESS

**LESS TO OWN . . . LESS TO RUN . . .
LAST LONGER, TOO!**



Every Ford has
SAFETY GLASS
in every window

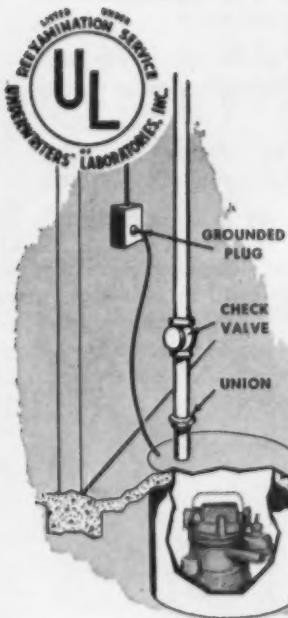
PRODUCT SHOW: HILTON



A cheap sump pump means more servicing, more call backs, more customer dissatisfaction and its short life means early replacement. Only a RICH CONTRACTOR and a RICH CUSTOMER can afford to install a cheap pump.

YOU WANT A **WEIL** SUBMERSIBLE SUMP PUMP

because



- 1 IT IS SAFE. The complete unit is Underwriters Laboratories, Inc. tested and approved. Your guarantee of a SAFE INSTALLATION.
- 2 IT IS QUIET. Operation is in the pit, below floor level. (See diagram.) No radio interference from its heavy duty motor either.
- 3 IT IS CLEAN. The pump is submerged and the sump cover sealed. NO DIRT, NO ODORS.
- 4 LOW MAINTENANCE COST. The factory sealed and permanently lubricated unit, all ball bearing, $\frac{1}{2}$ H.P. Capacitor motor with overload protection assures long, trouble-free life.
- 5 GUARANTEED FOR ONE YEAR. A real guarantee with prompt action. A defective pump can be taken to the jobber for immediate attention.
- 6 DEPENDABILITY. The Weil SUBMERSIBLE SUMP PUMP is the product of thirty years of pump engineering and testing. The Weil Pump Company has pioneered in the development of submersible sump pumps. You can depend upon this pump.

SEND FOR FREE BOOKLET,
"The Truth About Sump Pumps."

make it - ANOTHER HIDDEN VALUE in your construction.

NOW IN STOCK
at your plumbing and heating wholesaler.

weil PUMP COMPANY

1510B No. Fremont St.
Chicago 22, Ill.



It's got brick chimney look

The new Metalbestos Deluxe Chimney Housing creates a "brick chimney look" with minimum cost and ease of assembly and installation. Brick finishes are available in red or buff. This model and others available at Metalbestos distributors.

► William Wallace Co.,
Booth No. 129—Hilton.

Circle No. J68 on reply card, p. 130



Door frame sets up fast

A steel door frame that is especially designed for fast installation is being produced by this manufacturer. The frame goes over drywall, and is available for either swing doors or sliding-wardrobe doors.

► Kewanee Mfg. Co.,
Booth No. 310—Hilton.

Circle No. J69 on reply card, p. 130

Brochures help sell brands

A new merchandising program, "Brochure Power," provides builders with combined, continuing support. Brand names play an important role in the form of brochures and other point-of-sale promotion from manufacturers and Look magazine.

► Look Magazine,
Booth No. 324—Hilton.

Circle No. J70 on reply card, p. 130

Another home with
sun glasses...



Builder: Kolendo Construction Company,
Boynton Beach, Fla.



WSW 7316-B

AMERICAN Lustragray glass walls

reduce sun glare and heat without sacrificing vision

Lustragray makes for the "easiest livin' under the sun"—a fact that's apparent to home buyers at a glance. Besides effectively reducing sun glare and heat, Lustragray provides cheerful "clear glass" vision from the interior, added privacy from the exterior.

Lustragray's expensive appearance will give your homes greater sales appeal at very little cost. Write us today for complete information and for the name of your nearest glass distributor.

AMERICAN WINDOW GLASS DIVISION



AMERICAN-SAINT GOBAIN

CORPORATION

General Offices: FARMERS BANK BUILDING • PITTSBURGH 22, PA.



AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa. Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.



Right on the job! Here are just two ways INTERNATIONAL Trucks do your job faster and easier with the dependability you demand. Rubber-insulated cab mountings mean a smoother ride for the driver. And long wide-leaf rear springs assure more protection for the payload. Cab comforts include a 3-man seat over 5-ft. wide and a no-distortion windshield that eliminates awkward doorway projections and allows easy exit and entry. There's power, too, and plenty of it. An all-truck six-cylinder engine combines short stroke and low rpm for maximum load-pulling torque and long engine life. These conventional INTERNATIONAL Trucks shown here are available in GVW ratings up to 23,500 lbs., in the world's most complete line of trucks.



INTERNATIONAL TRUCKS



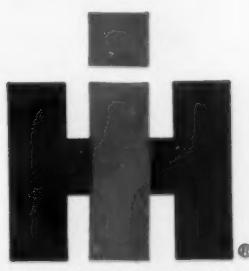
INTERNATIONAL TRUCKS take the load off your mind!

Building is a full time job! You can't take time to worry about trucks.

That's why more and more builders are buying INTERNATIONAL Trucks. They can count on them—to do the job they have to do...to cut down operating expenses...to keep down maintenance costs. And what's more, save time and worry for you.

If you need a truck you can count on, see your INTERNATIONAL Dealer.

cost least to own!



International Harvester Company, Chicago
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

FRUITWOOD

*is just one
of the exciting*

NEW YOUNGSTOWN KITCHENS

You will see at the Builder Show.

CONRAD HILTON HOTEL
BOOTHES 118-122

NEW
"SNAP-ON" FRONTS
A GREAT NEW
INNOVATION...
DESIGNED FOR BUILDER NEEDS!

Now builders can offer any
buyer a complete choice of kitchen styles.



AMERICAN-STANDARD
YOUNGSTOWN KITCHENS DIVISION

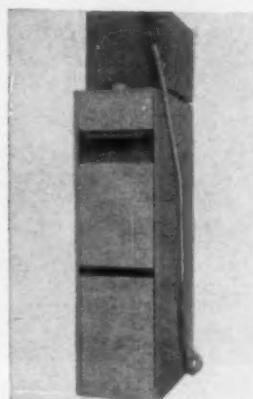
PRODUCT SHOW: HILTON



Fireplace installs flush

The Vitroliner open-hearth fireplace is completely prefabricated. Time-saver product is designed to be installed flush against the wall. Requires no footings or special foundations. Can be installed easily in 4 to 6 man hours. Comes fully equipped.

► Condensation Engineering Corp.
Booth No. 112—Hilton.
Circle No. J71 on reply card, p. 130



Gives year-round comfort

The "AIRTROL" line of year-round air-conditioning equipment has complete air control for both heating and a/c. Cooling coil is attached to furnace; compressor can be outside house. Furnaces are designed for use with 2 to 5 ton units.

► Holly-General Co.
Booth Nos. 209-210—Hilton.
Circle No. J72 on reply card, p. 130

Needs no special postforming

Textolite laminated surfacing used in shower enclosure eliminates special postforming by using standard post-formed countertops at each end of the bath and one flat sheet for the third wall. Result: quick installation, low costs.

► Laminated Products Dept., G.E.
Booth Nos. 46-55—Hilton.
Circle No. J73 on reply card, p. 130

BERMUDA TYPE ROOF

WHY FOLLANSBEE TERNE?

BECAUSE no other roofing material has so uniquely stood the test of time.

(Many Terne roofs are still sound after a century.)

BECAUSE many leading architects, builders and roofers have recently discovered that modern seamless Terne is better adapted than any other metallic or shingle surface to the special requirements of contemporary design.

BECAUSE Terne allows a fair profit margin to both the builder and roofer.

BECAUSE Terne is a definite plus-value for any project, and thus a strong selling tool in itself. And finally . . .

BECAUSE Follansbee within the next few months will bring Terne's basic story to the attention of every major architect in America.

SEND FOR COMPLETE INFORMATION

FOLLANSBEE

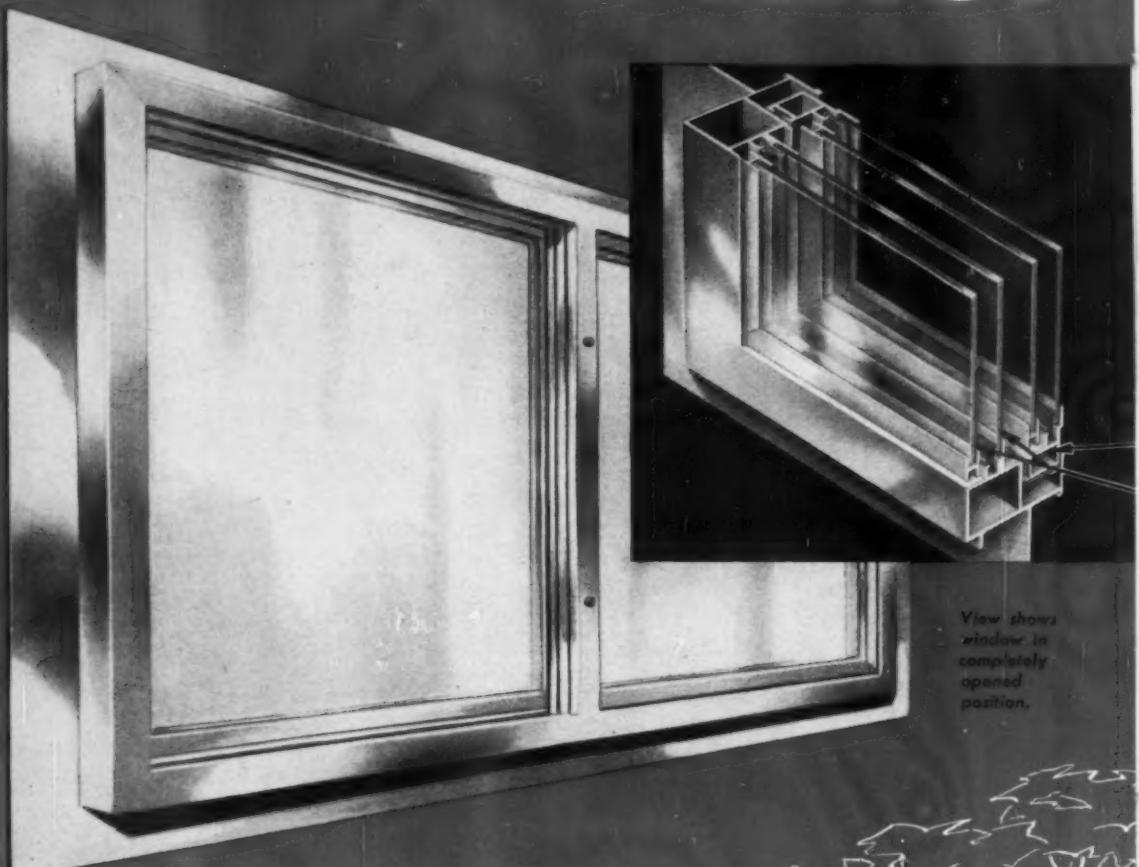
STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

ALEXANDER MEMORIAL ARENA BUILDING, GEORGIA TECH/ARCHITECT: AECK ASSOCIATES, ATLANTA, GA./ROOFING CONTRACTOR: R. F. KNOX COMPANY, INC., ATLANTA, GA.

See Follansbee Terne's "New Dimension" in roofing at the Home Builders Show - Booth 758, Coliseum

Amazing New Winter



View shows
window in
completely
opened
position.



There is a Winter Seal window or door for every building need—

Seal Slide Master "500"

Slide Master "500" is not just another Aluminum Prime Window. These new design and engineering features offer a better looking, more durable, trouble free window, at a new low price level. Winter Seal engineering competence and production know-how have made Slide Master "500" the greatest prime window value ever offered.

Rugged "tubular" construction found only in the most expensive windows is yours at an economical price. Installation is quick and easy. Service call backs become things of the past.

Double Glazing at less cost than most single glazed windows. Insert is easily removed for quick cleaning.

There is no window on the market to compare with Slide Master "500" in features or in price. This all tubular constructed window is completely weatherstripped and features patented nylon hardware. Absolutely no binding because Slide Master "500" has no metal to metal contact.

*It's the window of the year—
and the value of the year—be sure and see it at the
N.A.H.B. show—Booths 494, 495, 496 Sherman
Hotel or mail the enclosed coupon.*



for every building budget

WINTER SEAL CORPORATION
14575 Meyers Road, Dept. AB-1
Detroit 27, Michigan

Gentlemen:

I would be interested in receiving complete information on the amazing new Slide Master "500."

Name _____

Address _____

City _____ State _____

Business _____

1959 PRODUCT SHOW: AT THE HILTON



Low-cost storage space

This dome-shaped sphere, designed as an economical, temporary structure for low-cost shelter and storage, can be erected in eight man hours, disassembled as rapidly, without material waste. Space costs as little as \$1.50 a sq. ft.

► Capital Products Corp.
Booth Nos. 306-308—Hilton.

Circle No. J74 on reply card, p. 130



Designs imbedded in panels

The new plastic Wascolite tub enclosures for '59 will go a long way to dress-up your bathrooms, getting away from the cold sterile appearance. The panels are available with leaves and flowers on fabric . . . framed in gold or silver aluminum.

► Wasco Products Inc.
Booth Nos. 342-343—Hilton.

Circle No. J77 on reply card, p. 130



Thermoplastic sheet flashing

"Saraloy 400," a brand new thermoplastic sheet flashing is produced by extrusion process into a dense, flexible sheet. Comes in rolls 36" wide, weighing about 50 lbs., containing 100 sq. ft. Stockpiled in black only but paintable with regular exterior paints.

► Dow Chemical Company.
Booth Nos. 372-373—Hilton.

Circle No. J80 on reply card, p. 130



Door has picture window

An all-weather door features a picture window glass panel. The glass itself can be removed for ventilation. A Fiberglas screen is also included as an integral part of the door. Has a 5-yr.-factory warranty, plus felt weatherstripping.

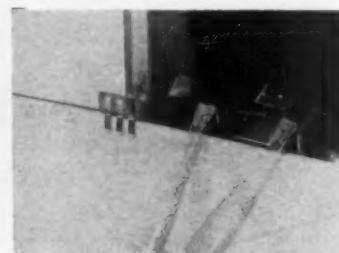
► F. C. Russell Co.
Booth Nos. 201-203—Hilton.
Circle No. J75 on reply card, p. 130



Garage gets dual personality

Simple, inexpensive installation of overhead door in place of garage back wall converts humdrum, conventional car-box into a covered patio, play pavilion or a breezeway. Gives more space for "outdoor" living at economical cost.

► Overhead Door Corporation.
Booth Nos. 92-93—Hilton.
Circle No. J78 on reply card, p. 130



Clips veto plaster cracking

New Flex-clip system is credited with minimizing plaster cracking. Three galvanized, flexible steel clips attach 3/8" gypsum lath to wood framing. System is designed to absorb strain otherwise transferred to plaster surface as the wood framing moves.

► National Gypsum Co.
Booth No. 14—Hilton.
Circle No. J81 on reply card, p. 130



Creates illusion of space

Sliding mirror doors make rooms seem larger while actually providing maximum use of room space. Suitable for easy installation in remodeling work as well as new construction. The aluminum-framed units come in various sizes.

► Miller Sliding Glass Door Co.
Booth No. 354—Hilton.
Circle No. J76 on reply card, p. 130



Brightens up masonry

Vapex Masonry Paint, for outside concrete, stucco, aggregate block, slab or monolithic construction, comes in ten lively colors and white. It is long-lasting and limeproof, dries to a uniform flat finish. Use also on soiled asbestos cement.

► Pratt & Lambert, Inc.
Booth No. 65—Hilton.
Circle No. J79 on reply card, p. 130



Installation is easy

Ends of the VS-333 Vinyl-Stop weatherstripping are pre-coped and holes pre-punched with nails or screws supplied for easy installation. Available in a permanent white color, it can be painted with most paints recommended for wood.

► The Duraflex Company.
Booth No. 355—Hilton.
Circle No. J82 on reply card, p. 130

Use reply card, page 130, for more information

You are in the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

6 cents postage will be paid by

Business Manager

**AMERICAN BUILDER
30 Church St.
New York 7, N. Y.**





CIRCLE items below

...and mail this

postcard today

**FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT**

NEW PRODUCTS	J160	J123	J186	J249	J277	J305	J333	J361
J1	J161	J124	J187	J250	J278	J306	J334	J362
J2	J162	J125	J188	J251	J279	J307	J335	J363
J3	J163	J126	J189	J252	J280	J308	J336	J364
J4	J164	J127	J190	J253	J281	J309	J337	J365
J5	J165	J128	J191	J254	J282	J310	J338	J366
J6	J166	J129	J192	J255	J283	J311	J339	J367
J7	J167	J130	J193	J256	J284	J312	J340	J368
J8	J168	J131	J194	J257	J285	J313	J341	J369
J9	J169	J132	J195	J258	J286	J314	J342	J370
J10	J170	J133	J196	J259	J287	J315	J343	J371
J11	J171	J134	J197	J260	J288	J316	J344	J372
J12	J172	J135	J198	J261	J289	J317	J345	J373
J13	J173	J136	J199	J262	J290	J318	J346	J374
J14	J174	J137	J200	J263	J291	J319	J347	J375
J15	J175	J138	J201	J264	J292	J320	J348	
J16	J176	J139	J202	J265	J293	J321	J349	WESTERN
J17	J177	J140	J203	J266	J294	J322	J350	NEW
J18	J178	J141	J204	J267	J295	J323	J351	PRODUCTS
J19	J179	J142	J205	J268	J296	J324	J352	
J20	J180	J143	J206	J269	J297	J325	J353	
J21	J181	J144	J207	J270	J298	J326	J354	
J22	J182	J145	J208	J271	J299	J327	J355	
J23	J183	J146	J209	J272	J300	J328	J356	
J24	J184	J147	J210	J273	J301	J329	J357	
J25	J185	J148	J211	J274	J302	J330	J358	
J26	J186	J149	J212	J275	J303	J331	J359	
J27	J187	J150	J213	J276	J304	J332	J360	
J28	J188	J151	J214					
J29	J189	J152	J215					
J30	J190	J153	J216					
J31	J191	J154	J217					
J32	J192	J155	J218					
J33	J193	J156	J219					
J34	J194	J157	J220					
J35	J195	J158	J221					
J36	J196	J159	J222					
J37	J197	J160	J223					
J38	J198	J161	J224					
J39	J199	J162	J225					
J40	J200	J163	J226					
J41	J201	J164	J227					
J42	J202	J165	J228					
J43	J203	J166	J229					
J44	J204	J167	J230					
J45	J205	J168	J231					
J46	J206	J169	J232					
J47	J207	J170	J233					
J48	J208	J171	J234					
J49	J209	J172	J235					
J50	J210	J173	J236					
J51	J211	J174	J237					
J52	J212	J175	J238					
J53	J213	J176	J239					
J54	J214	J177	J240					
J55	J215	J178	J241					
J56	J216	J179	J242					
J57	J217	J180	J243					
J58	J218	J181	J244					
J59	J219	J182	J245					
J60	J220	J183	J246					
J61	J221	J184	J247					
J62	J222	J185	J248					
J63	J223	J186	J249					

**Mail This Postcard Today—We Pay the Postage
Act Now!—Service on This Card Expires in 90 Days**

JANUARY, 1959

NAME (Please print)

STREET

CITY

ZONE STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

- Builder or Contractor
- Sub-Contractor or Building Trades
- Building or Planning Own Home
- Architectural
- Engineering
- Manufacturing or Producer
- Other
- Distributor
- Finance
- Realty
- Organization
- Government
- Student or Teacher

I wish to enter a subscription to American Builder for one year (\$3.50)

3 years (\$7) New Renewal

Signature

THE
SATURDAY EVENING POST
CAN HELP YOU

Get a bigger
share of new
home sales
in '59

MAIL CARD NOW! ➤

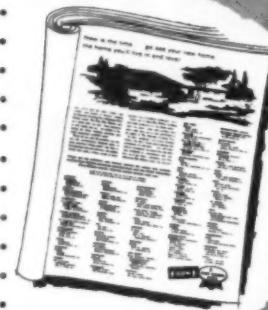


**FIND OUT
HOW YOU CAN TAKE
PART IN**

THE MOST POWERFUL PROVED PROMOTION

YOUR NAME WILL BE FEATURED IN THE POST

This spring, your name listed in a full-page ad in the Post will give you national prominence and *local* results. The Post is read and respected by the people who are *your* best prospects. These people have great confidence in the integrity of the Post. This confidence is passed on to the builders the Post endorses — and has proved to be one of the greatest sales tools in the home building field today.



TREMENDOUS MERCHANDISING AND PROMOTION SUPPORT

Post merchandising know-how, resources and experience are solidly behind you. Available to participating builders is a complete package of hard-hitting merchandising promotional aids such as . . . dramatic blow-ups of the Post ad featuring your name . . . newspaper mats . . . theme displays — a wealth of fresh ideas to not only draw attention to your homes, but to pave the way for faster, easier sales as well.



IN THE BUILDING FIELD

THE NATION'S BEST-KNOWN
BRAND NAMES WILL BE SELLING FOR YOU

Tie-ins with well-known prestige building products are a potent sales asset. The Post has built acceptance for more brand names than any other advertising medium. These brand names identified with your sales promotion give you added selling power.

Building Products Marketing Manager

Dept. AB

The Saturday Evening Post
Independence Square
Philadelphia 5, Pennsylvania

Turn
page-
fill out and
mail this card

NOW!

Please rush me details on how I may qualify to take part in the Post Blue Ribbon Home Promotion in '59.

Name _____
Company _____
Address _____
City _____
Zone _____ State _____

In 1958
61 Blue Ribbon Home Builders
in 29 states sold
4,679 new homes worth-

\$102,940,750

**...AND 1959 WILL
BE EVEN BIGGER!**

Advertisers of
BUILDING MATERIALS, EQUIPMENT AND FIXTURES
Invest more money in the Post than in
any other magazine in its field!

Proved! More than 28 million reader exposures for your ad page in . . .

The Saturday Evening

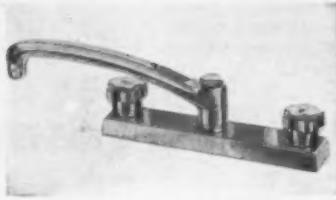


POST

Sell the POST INFLUENTIALS
-they tell the others!

A CURTIS MAGAZINE

PRODUCT SHOW: HILTON



Maintains constant flow

Kohler's new all-brass fittings are modern in design, durable and resistant to corrosion and wear. Galaxy series has brushed or polished chrome finish; Constellation series comes in polished chrome only. Units are interchangeable.

► Kohler Company
Booth Nos. 80-82—Hilton.
Circle No. J83 on reply card, p. 130



New heat pump announced

A new remote heat pump has been put on the market by Westinghouse. The pump consists of two units—an indoor unit for circulation, and an outdoor pump unit. It both heats in winter and cools in warm weather.

► Westinghouse Electric Corp.
Booth Nos. 94-95—Hilton.
Circle No. J84 on reply card, p. 130

New "Idea" homes

For the seventh consecutive year Better Homes & Gardens is sponsoring its "Idea Homes" promotion. The 1959 presentation again will feature some of the "best selling" houses across the nation located by the magazine's editors.

► Better Homes & Gardens.
Booth No. 45—Hilton.
Circle No. J85 on reply card, p. 130

3-D decorative hardware

This new line of decorative hardware trim is called the "Horn of Plenty." It consists of three dimensional reproductions of fruits and vegetables in copper and brass. Hardware is used as knobs or pulls, and as wall plaques or decorative trim.

► Ajax Hardware Corp.
Booth Nos. 346-347—Hilton.
Circle No. J86 on reply card, p. 130

Easier and Faster to INSTALL

THE NEW
McQuay
STAINLESS STEEL FLUE
PACKAGE CHIMNEY

The new McQuay Package Chimney is the finest. It tests better because it is built better—by McQuay, with more than a third of a century of heating experience—and is easier and faster to install. Compare McQuay quality, compare erection time and costs, compare McQuay advantages. Then you'll see why the new McQuay Package Chimney excels in every way. See your jobber or write McQuay, Inc., 1699 Broadway Street N.E., Minneapolis 13, Minnesota.



Starter Box and Starter Section in one unit for fast erection. Interliner and stainless steel flue supported by exclusive McQuay stainless steel and aluminized steel tension spring spacers. Permits quick drafts and even temperature top to bottom for peak efficiency under steady or intermittent firing.

Check these features against those of any other chimney!

- Stainless steel flue • Handles all fuels • Light weight • Strong and durable • Long life • Baked on finish • Quick installation
- Low installation costs • Competitively priced
- Safe—U.L. approved

McQuay
Means Quality

McQuay INC.



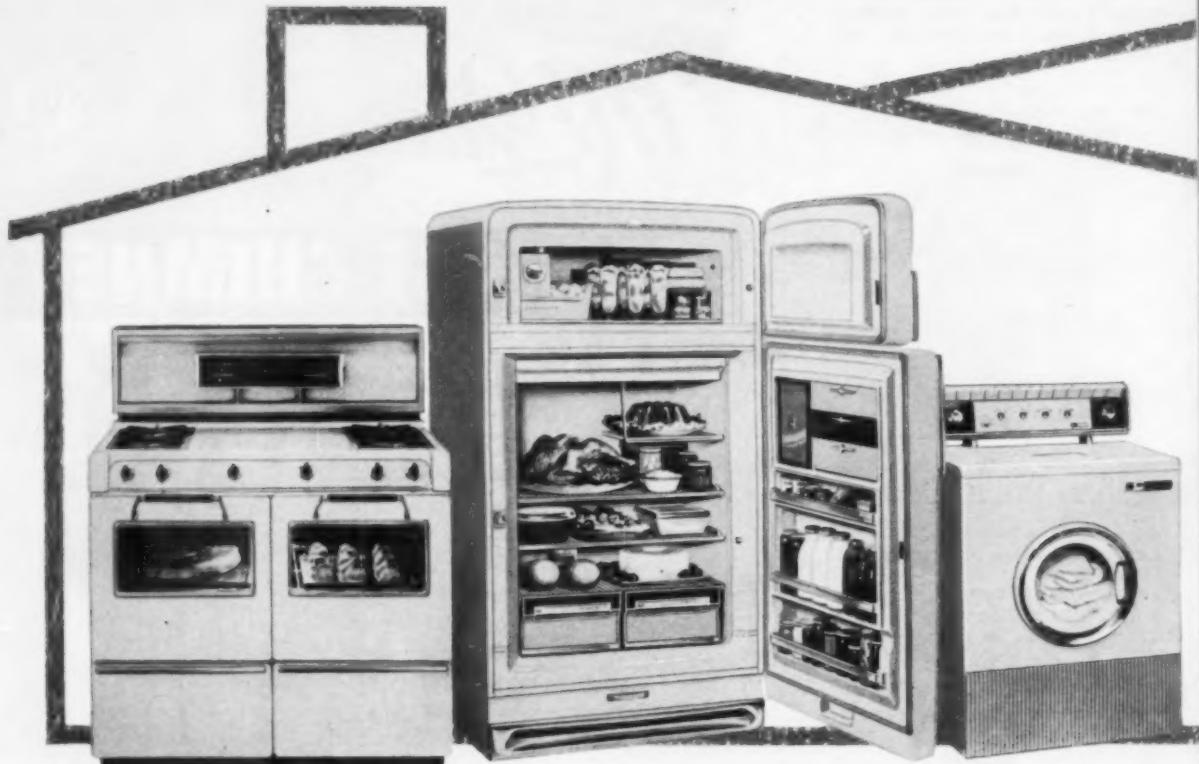
AIR CONDITIONING • HEATING • REFRIGERATION



J. R. V. M. "Jake" Lefferts, C. T. "Buster" Kilcomins and R. S. "Bob" Eisner, who build and sell all-Gas homes in Oak Hill, New Jersey report: "Only Gas, and modern gas appliances, can give home buyers all the conveniences they want—with the economy they demand!"

Leading New Jersey

"For Builder and Buyer"



NEW GOLD STAR STANDARDS! AUTOMATIC . . . ALL THE WAY!



Now you can *show* your customers they're getting the latest in range design! This Gold Star seal guarantees at least 28 cooking conveniences! You can offer such sell-on-sight features as an automatic rotisserie, griddle, meat-thermometer, Burner-with-a-Brain®—everything designed to make Gas cooking even faster, cooler and cleaner than ever. Choice of 14 makes—the finest Gas ranges made.

ICE CUBES—AUTOMATICALLY!

No more trays to fill or empty. An RCA Whirlpool Gas Refrigerator delivers non-stick ice cubes ready to use, makes more as fast as they're needed. Even the water is supplied automatically. Roomy freezer locker. Automatic defrost. Constant balanced cold—never any "on-off" fluctuation. Comes in beautiful pastels as well as white. 10 year warranty.

FASTEST LAUNDRY EVER!

Today's Gas Washer-Dryer Combinations (or separate matching units) are completely automatic. And so fast! No warm-up wait, so the total wash-rinse-dry cycle is shorter. Gas is more economical to use, too. And safer for clothes. Gentle Gas heat fluffs naturally from start to finish—can't stiffen even the most delicate fabrics.

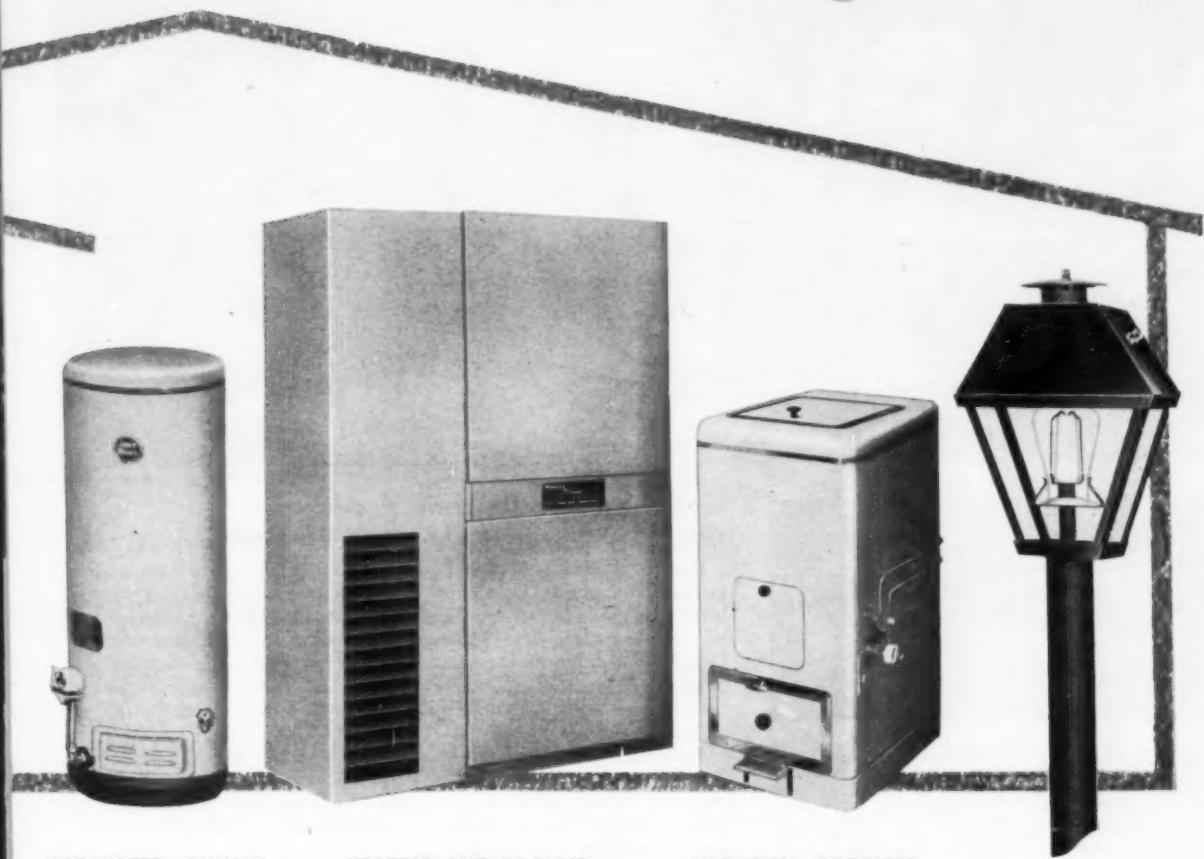
You save on installation . . .
they save on the monthly bills—

ONLY GAS

© Am. Gas Assoc., Inc. *A.G.A. Mark

Builders say,

the Best Bet is GAS!"



HOT WATER—ALWAYS

with a modern Gas Water Heater. The moment you turn on the hot water faucet, the Gas under the tank comes on full force, heating more. It shuts off automatically, too. Easy to install. Extra economical—because Gas recovers so fast, a family doesn't need as big a tank as it would with any other fuel.

HEATING AND COOLING— ALL IN ONE!

Now one compact unit heats the whole house in winter, cools it in summer. What a money-saver for both builder and buyer! A single unit takes less space, requires the installation of only one set of ducts and, a single thermostat. And, efficient Gas costs less to use. Available in a choice of models to fit any size house.

SMOKELESS, ODORLESS INCINERATOR

Exciting new convenience that insures a more sanitary community, reduces insect pests. Homeowners will welcome it. So easy to operate—just drop in trash and garbage. The Gas flame does the rest—immediately. No smoke, no odor, for a Gas flame consumes these, too.

PICTURESQUE— BUT PRACTICAL!

Newest idea in outdoor lighting, Gas lights add graciousness to steps, doorways, patios, porches. Adaptable to post, pipe or bracket mountings, they provide soft, non-glare illumination—at lowest possible cost.

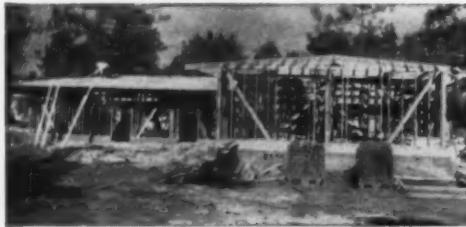
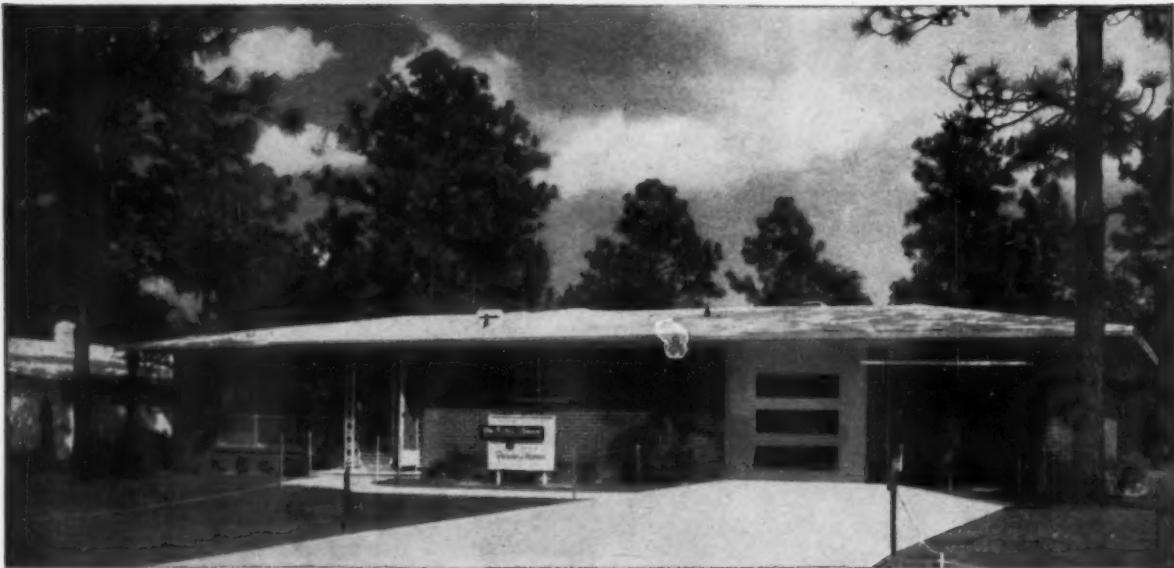
AMERICAN GAS ASSOCIATION



does so much more...for so much less!

What's so different about this FLORIDA HOUSE?

Architect: William G. Connors



From sill to ridgeboard, every piece of lumber in this Jacksonville residence is Wolmanized pressure-treated lumber. Future savings in just one repair job caused by decay or termites will more than pay for the moderate additional cost of specifying Wolmanized lumber throughout the house.

It Has Built-in, Lifetime Protection Against Termite and Decay Damage!

Careful planning in this house has eliminated future maintenance costs due to subterranean termite damage and decay. That is because the architect specified that all the lumber for the house be *pressure-treated* with Wolman® salts. Wolmanized® lumber was used because it has all these desirable properties: It resists rot and termites. It is clean, paintable, odorless. It is fiber-fixed, non-corrosive to imbedded metal fasteners, and glueable even with the newer resins.

Wolmanized lumber offers unlimited application possibilities; it serves better and longer—yet, it's economical to use, adding about 1½ per cent to total costs. Read how you can safeguard building dollars with Wolmanized pressure-treated lumber in the light and heavy structures you design.



Wolmanized®

PRESSURE-TREATED LUMBER

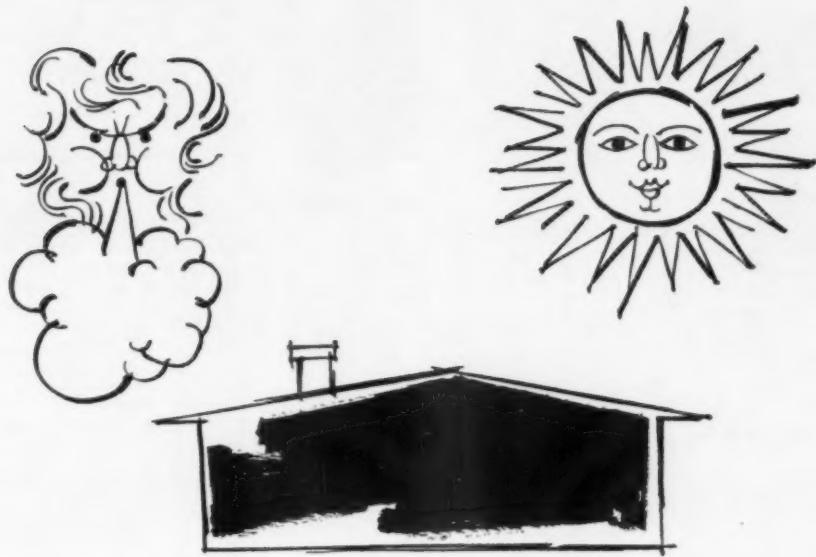
This handbook tells the complete story. The how and why of Wolmanized lumber and many suggestions for residential, commercial, industrial and institutional applications are covered in this 16-page handbook. Write for your copy.

W-4



**Wolmanized®
LUMBER**

Wolman Preservative Dept., Koppers Company, Inc.
769 KOPPERS BUILDING • PITTSBURGH 19, PA.



If you want to sell more heating, plumbing, and air conditioning equipment, go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. BH&G readers are eager for home improvement ideas (3 out of 4 live in owned homes*), and they're *ready to act*. For instance, the percentage of BH&G average-issue readers who live in fully air-conditioned homes** is more than twice that of all people in the U.S.

*Source: BH&G-Politz 12-Months' Study, 1956

**Source: Look-Politz Study, 1958

During the year 1/3 of America reads



... the family

idea magazine

1959 PRODUCT SHOW: AT THE HILTON

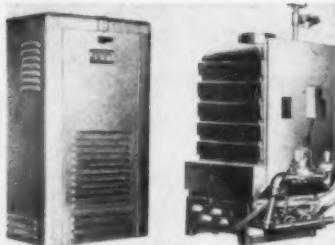


A service for builders

Specialists prepare architectural renderings in full color for tract developments and related projects. The service is available to builders and architects at a nominal cost. Residential artwork fees and other details upon request. From Major Art Service.

► The Major Art Service
Booth No. 305—Hilton.

Circle No. J87 on reply card, p. 130

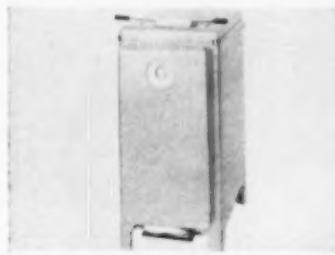


New boiler for radiant heat

Here is a new boiler developed by Hydrotherm to provide that warm radiant heating for the builder of custom homes. The unit will handle 1,200 sq. ft. of installed radiation. Is factory assembled and wired—is simple to install.

► Hydrotherm, Inc.
Booth No. 341—Hilton.

Circle No. J90 on reply card, p. 130

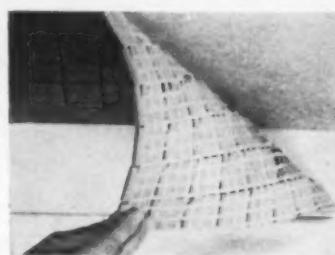


It's smokeless, odorless

A smokeless, odorless indoor incinerator was designed for use in areas where air pollution is a major problem. Unit can dehydrate and burn 1½ bushels of rubbish, garbage, etc., in from 1 to 4 hours, depending on moisture content.

► Waste King Corporation
Booth Nos. 56-58—Hilton.

Circle No. J88 on reply card, p. 130



Time-saver for ceramic tile

"Sure-Set" is a perforated backing for ceramic floor tile that allows ceramic patterns to be set face-up into cement or mastic. Eliminates removal of paper formerly used to hold patterns in place. Available for all floor tile. Fifty per cent of tile area contacts.

► Styron Corp.
Booth Nos. 221-222—Hilton.

Circle No. J91 on reply card, p. 130

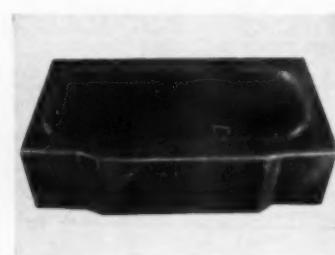


Vanities with new appeal

You'll have a wider choice of colors, styling and the type of doors you can offer your customers with the new line of '59 vanities by Glissade. The units are available in both plastic and enameled hardboard sliding doors to fit bath decor.

► Glissade, Inc.
Booth Nos. 348-349—Hilton.

Circle No. J89 on reply card, p. 130



Coating safeguards tubs

The problem of protecting enamel surfaces on new plumbing jobs is met with "Coat-a-tub," a black, strippable plastic coating. Applied with a brush, it dries to a tough film. When work is completed, "Coat-a-tub" is peeled off. Cuts damage costs.

► Protectub, Inc.
Booth No. 234—Hilton.

Circle No. J92 on reply card, p. 130

Accessory line is new

An all-new line of bathroom accessories, called the "Orbit-line", is the styling feature of this company's Adrian Division. The highest quality line, called the "Newport", will feature the new styling.

► Hoover Ball & Bearing Co.
Booth No. 64—Hilton.

Circle No. J93 on reply card, p. 130

Wide range of cabinets

Mengel cabinets come in a wide variety of types and sizes. There are also counter tops in eleven different patterns and colors. Among the features are pass-thru cabinets, sliding doors and mixer and vegetable bases.

► The Mengel Company.
Booth Nos. 21-22—Hilton.

Circle No. J94 on reply card, p. 130

Quick installation possible

In three hours time, one man can install this masonry chimney. It is factory-built and fire-safe. Like its companion unit, the clay tile gas vent, it comes packaged with all parts, including brick-design panel housing.

► Van-Packer Co., Div. of Flintkote.
Booth Nos. 150-151—Hilton.

Circle No. J95 on reply card, p. 130

Furnace features filter

Luxury air conditioning for the average pocketbook is the big feature of this Chrysler Airtemp system used in NAHB's Research House, South Bend, Ind. An electronic air filter is included in the new system.

► Airtemp Div., Chrysler Corp.
Booth No. 61—Hilton.

Circle No. J96 on reply card, p. 130

Delco heats and cools

Delco Conditionairs are designed with year-round comfort in mind. Heavy-duty steel cabinet is finished in tan and beige. Features long, quiet operation, replaceable spun-glass air filters and extra cool side panels.

► Delco Appliance Div.
Booth Nos. 171-172—Hilton.

Circle No. J97 on reply card, p. 130

Allows two-zone heating

Zone-controlled heating, generally limited to hot-water heat, is made possible in forced-air heating by this twin-furnace system. Unit consists of two complete small furnaces installed alongside of each other.

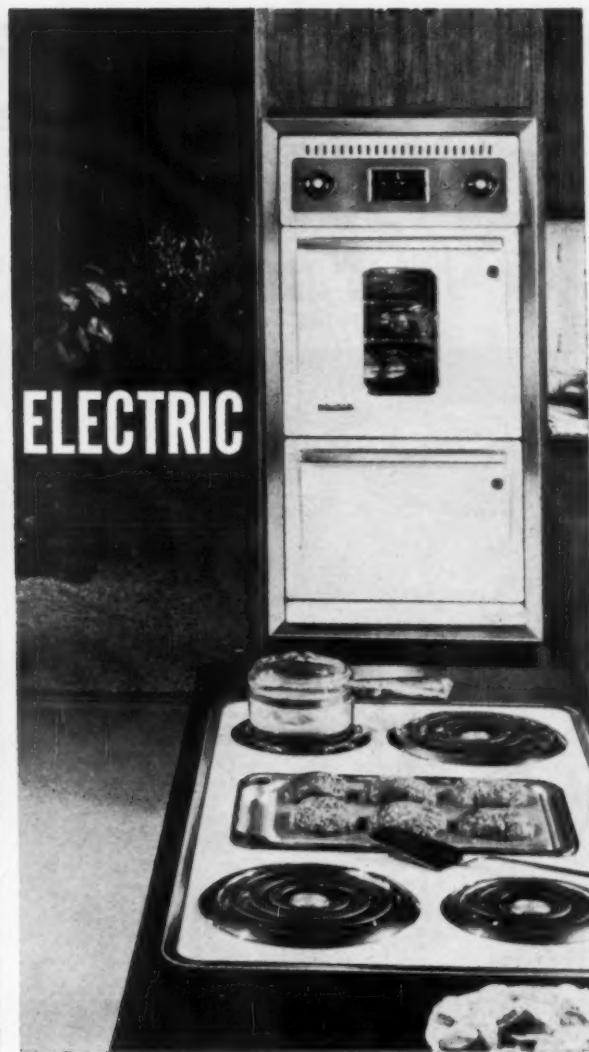
► American Standard Air Conditioning Div.
Booth Nos. 139-141—Hilton.

Circle No. J98 on reply card, p. 130

Use reply card, page 130, for more information



GAS or...



ELECTRIC

NOW! you can offer either at no extra cabinet cost!

Whether the prospect wants gas or electric, you can now give him whichever it takes to sell the house, with no change of cabinets. Same size opening is used for ovens and cook tops in either gas or electric of corresponding models. And, when you offer prospects the new Suburban, you're offering the built-in range with all the features most women want . . . all the features Home Economists all over the country have said women want! Your prospects will see and want these features in the Suburban unit you put in your kitchens . . . just as they see them pictured in black and white and in full color ads in leading home magazines.

NEW SUBURBANETTE!

Be sure to see the new Suburbanette ovens designed and built especially for builders. Space numbers 763 and 764 in the Collesium, or write for complete details.

suburban

America's Finest Built-in Range

Samuel Stamping & Enameling Co., Dept. AB-19, Chattanooga, Tenn.

I'd like to have the facts about Suburban.

Gas Electric

Name _____

Address _____

City _____ State _____

PRODUCT SHOW: HILTON

Mr. Builder, these
Rangaire
"Visual Values"

help sell your homes easier, faster
 and at prices to fit your budget—
 styles to fit your home!

BUYERS CAN SEE

Rangaire



UC 600
UNDER CABINET HOOD

**KITCHEN
RANGE HOODS**

Decorator designed,
 easily installed. A
 high quality,
 standout salesman
 in any kitchen.

Prices start at
 \$47.95 List

BUYERS CAN SEE

Rangaire

**HOME RADIO INTERCOM
SYSTEMS**

Pleasure-giving, step-saving. Gives
 home that unique quality so
 "wanted" by Mrs. Homebuyer.

Priced from \$124.95 List.



WR 660

BUYERS CAN SEE

COBELL

Rangaire



**AIR CONDITIONING
UNITS**

Low cost, high efficiency,
 long life. This high quality
 beauty is a powerful
 Sales Clincher in any
 home. Suggested list
 \$699.00 and up.

Buyers Will Recognize the Nationally
 Advertised Rangaire Brand. It's your as-
 surance of a quick, happy sale in any home
 you build. See them! Install them! Sell
 them! For complete information visit your
 Rangaire dealer today or write Roberts
 Manufacturing Company; Cleburne, Texas;
 DEPT. F-1



Rangaire

FOR BETTER LIVING AT HOME

See Them
 AT BOOTH
 812
 Chicago Coliseum
 NAHB SHOW

Sliding-door hardware kits

Bifold hardware is manufactured in
 complete installation sets for two- and
 four-door sliding, folding units. Each
 set contains extruded aluminum track,
 specified number of guide hangers,
 pivot brackets, pivots, hinges and door
 aligner. Assembly data given.

► McKinney Manufacturing Co.
 Booth No. 340—Hilton.

Circle No. J102 on reply card, p. 130



For fast, easy cooking

Gas or electric Welbilt-In oven-
 broiler range and surface units offer
 fast, easy cooking. Features of these
 '59 units include Kleer Vue oven
 window, clock and 4-hour timer.
 Available in stain-resistant porcelain
 enamel or chrome finishes to fit any
 kitchen decor.

► Welbilt Corp.
 Booth Nos. 155-156—Hilton.

Circle No. J109 on reply card, p. 130

Tile is "practical luxury"

"A lifetime of practical luxury" is
 offered with Romany-Spartan genuine
 ceramic tile. Available in a wide
 range of sizes, shapes, textures and
 colors—either glazed or unglazed.
 Provides a wide selection for kitchen,
 bath, or family room. New setting
 methods are said to reduce cost of
 tile.

► U. S. Ceramic Tile Co.
 Booth Nos. 230-231—Hilton.

Circle No. J100 on reply card, p. 130

Side-boom has safety feature

A side-boom attachment with a lifting
 capacity of 5½ tons is available for
 the Model HO "Pay-loader" tractor-
 shovel. Unique lifting device elimi-
 nates danger to operator. This new,
 versatile boom is adjustable in 2' in-
 crements, from 10' to 16'.

► The Frank G. Hough Co.
 Booth No. 228—Hilton.

Circle No. J101 on reply card, p. 130

DUR-O-WAL[®] SAFEGUARDS THE BEAUTY OF MASONRY CONSTRUCTION

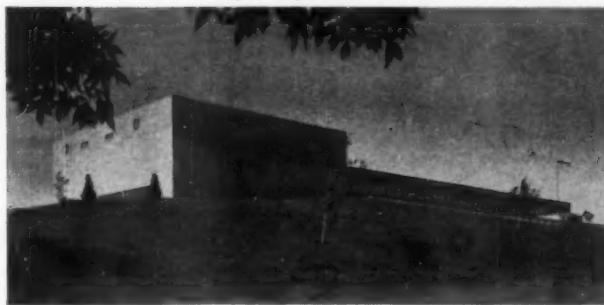
Throughout the United States genuine Dur-O-wal Steel Reinforcing is being used in the mortar bed to provide lasting protection for the classic beauty of masonry construction



You can provide timeless protection for the flawless beauty of masonry with time-tested Dur-O-wal. This high-

tensile steel re-inforcing is trussed designed and custom fabricated to give masonry walls a backbone of steel.

Keep this proven tie-in sales builder in stock. Ask for name of distributor near you.



DUR-O-WAL[®]

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

Dow

CHEMISTRY sets new pace in building materials

New materials created in chemists' beakers are taking their place among those coming from the saw, the refractory and the blast furnace. These are polychemicals, man-made materials

that are lightweight, versatile, easy to fabricate and have excellent resistance to moisture. Here are three new Dow building products, each with a special set of benefits for modern construction.

SAME BUDGETS, BETTER BUILDINGS WITH STYROFOAM®

**Insulation-plaster base
construction provides a
warm, dry interior,
solid masonry exterior
at surprisingly low cost**

Masonry wall . . . Styrofoam® insulation . . . plaster. These are the keys to better, more saleable homes or buildings at lower construction cost. Styrofoam is simply adhered to brick or concrete block with portland cement mortar, and then plastered over. Furring and lathing are eliminated. Handling and installation costs are cut. The building is warm and dry, packed with sales appeal, yet often no more expensive than frame construction.

An Iowa builder reports, "We can build brick homes at frame house cost, get higher mortgage loans."

Another in Cleveland says, "We cut our insulation and plastering costs 33% in motel construction, keep heating costs down, too". In fact, builders of all kinds of buildings all over the country report cost savings, better and more lasting insulation with Styrofoam.

*Trademark of The Dow Chemical Company

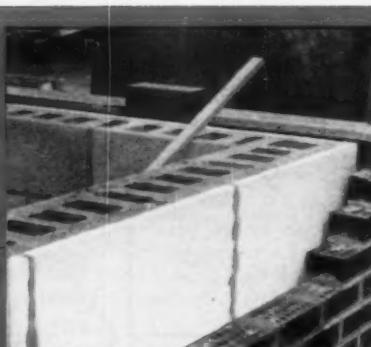




**Styrofoam® lasts a
lifetime in perimeter use**

When used as a perimeter insulation, Styrofoam pays off in a warm, damp-free floor that stays that way. For Styrofoam resists rot, mold, and deterioration. Its low "K" factor stays low because Styrofoam won't absorb water — thanks to its millions of non-interconnecting air cells.

The ability of Styrofoam to be cut and shaped with ordinary tools, plus its light weight, bring additional installation economies. It's being used in the finest custom homes, commercial buildings and in even the best selling models of the nation's top prefabricators. Styrofoam is used horizontally, vertically, around perimeter heating systems and often under the entire slab. It comes in a wide variety of lengths, widths and thicknesses.



STYROFOAM

Cavity walls stay dry

No worry about undesirable condensation forming in cavity walls. Styrofoam provides a vapor seal . . . insulates against extreme temperature differences. It's permanently effective.



SARALOY 400

flexible flashing

New elastic flashing expands and contracts along with the roofing materials it's adhered to. Easy to cut and fit, easy to contour to any shape under mild heat. Durable and attractive, too.



POLYFILM

Dow polyethylene film

An excellent weather barrier before doors and windows are installed. Seals concrete slabs from destructive moisture. Ideal as a general use tarpaulin to protect materials stored at job site.

**WANT TO KNOW
MORE?**

If you'd like to learn how Dow building products can improve quality and cut costs in your next building project, write to us today. Plastics Sales Department 2201D1.

when you build

SPECIFY DOW BUILDING PRODUCTS

STYROFOAM* • SCORBORD* • POLYFILM*
ROOFMATE* • SARALOY* 400

*Trademark

THE DOW CHEMICAL COMPANY, Midland, Michigan

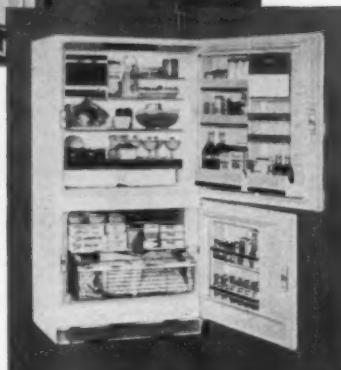


New line of Westinghouse saves space...provides

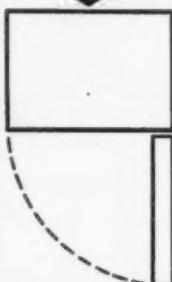


14 CU. FT. BUILT-IN HAS SEPARATE 161 LB. FREEZER

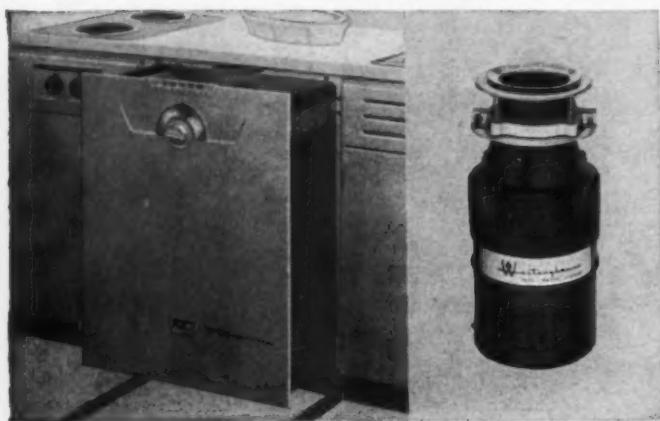
Meat stays fresh for 7 days without freezing, thanks to the exclusive Westinghouse Cold Injector that keeps foods better . . . chills them faster. This is food storage at its best. Color availability includes Mint Aqua, Frosting Pink, Lemon Yellow, Sugar White, Coppertan, Copper-tex, and Brushed Chrome. Exterior Choose 'n Change Panels come in 5 colors plus 2 wood grains.



NO COILS ON BACK



DOOR
OPENS
90°
WITHIN
CABINET
WIDTH

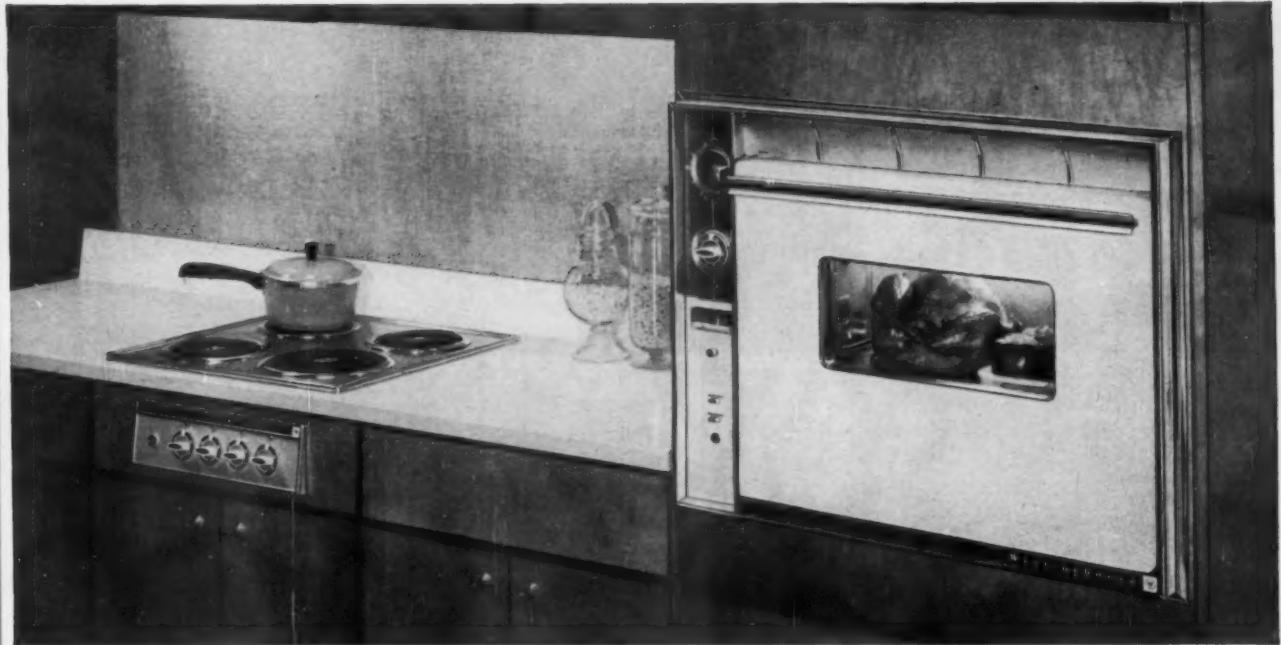


HOME PROSPECTS' MOST WANTED CLEANUP TEAM

Only Westinghouse built-in dishwashers have the amazing Hot Water Booster that guarantees 140° hot wash and rinse water for spotless, sanitary-clean dishes. Convenient front-opening, top-loading design offers extra-large capacity . . . service for 6 plus pots and pans, or service for 10. Choose from a wide selection of front panel colors and finishes.

Powerful, cushion-quiet Westinghouse Food Waste Disposer grinds food waste quickly and efficiently. Built-in Thermoguard® cuts off current should overload or jamming occur. $\frac{1}{6}$ hp. motor. Takes little space and connects easily to dishwasher.

Built-in Appliances more attractive kitchens!



DELUXE OVEN STACKS OR BUILDS IN . . . PLATFORM HAS REMOTE CONTROLS

The latest in built-in oven design, this deluxe model has convenient *side-mounted* controls and lift-off door. Both built-in and stack-on models fit 30" cabinet. Features include exclusive Westinghouse Serv-Temp Roast Guard, Built-in Rotisserie and Miracle-Sealed Oven. Also available in standard models without Roast Guard and

Rotisserie. In Mint Aqua, Frosting Pink, Lemon Yellow, Copper-tan, Coppertex, Brushed Chrome. Where space is limited, use this compact square platform with 4 fast Corox® units. Remote Control Panel has Rotary Controls with 1001 heats. Check your distributor first for availability of this new oven and platform.



NEW VERSION OF FAMOUS 25" LAUNDRY

Westinghouse Deluxe Space-Mates, matching Laundromat® Automatic Washer and Clothes Dryer, provide a complete home laundry in 25 inches when vertically installed. They also build-in undercounter or side-by-side, waist-high. Both units will handle a 9 lb. load of clothes. Laundromat has famous Revolving Agitator which washes cleaner, rinses better and cleans itself. Dryer operates on 115 or 230 volts. In Mint Aqua, Frosting Pink, Lemon Yellow and Sugar White. Standard models also available.

See your Westinghouse Distributor for further information on the complete lines of Westinghouse built-in appliances, wood cabinets and steel cabinets. Or, write to Westinghouse Electric Corp., Major Appliance Division, Contract Sales Dept., Mansfield, Ohio.

YOU CAN BE SURE...IF IT'S **Westinghouse**
WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARMAZ SHOWS" CBS-TV MONDAYS



On exhibit at the Sherman Hotel...these 1959 products

1959 PRODUCT SHOW: AT THE SHERMAN



Siding is a paint-saver

Substantial savings for builders are possible with this factory-sealed and packaged Redwood bevel siding. It is said to save 35% on paint and to eliminate on-the-job sanding, sealing. Plasticized packaging reduces damage possibility.

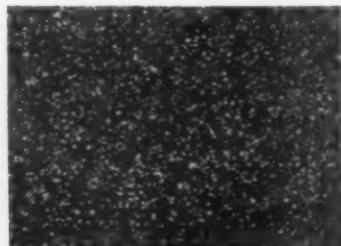
► Georgia-Pacific Corp.
Booth Nos. 526-528—Sherman.
Circle No. J103 on reply card, p. 130



"More stick, less thick"

A 1/16" layer of this new dry-curing, thin-setting mortar (left) is said to have twice the bonding strength of more than an inch of conventional mortar (right). For use in setting ceramic tile, this new mortar saves time, labor, material.

► Tile Council of America.
Booth Nos. 442-443—Sherman.
Circle No. J105 on reply card, p. 130



Coordinate an entire room

Flexibility makes Nairontop easily coved. Available in 27", 36" and 45" widths, this vinyl plastic is suitable for countertops, sink tops, other working areas. Unaffected by alkalies. Color-coordinated with company's floor coverings.

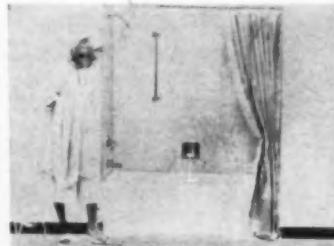
► Congoleum-Nairn, Inc.
Booth Nos. 420-421—Sherman.
Circle No. J107 on reply card, p. 130



Panels create new effect

A new pattern in wood paneling is announced by this association. It is made up of boards ranging in size from 1x3" to 1x12", and is blind-nailed into position. Many new architectural interior wall effects are made possible with its use.

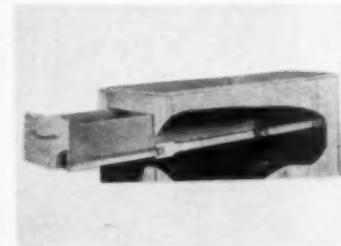
► West Coast Lumbermen's Assn.
Booth Nos. 539-540—Sherman.
Circle No. J104 on reply card, p. 130



Surface walls easily

All basic materials needed to surface three walls of a standard bathtub recess with Consoweld 10' to a 5' height are included in new bathtub shower wall package. Only three panels of Consoweld are required for permanent application.

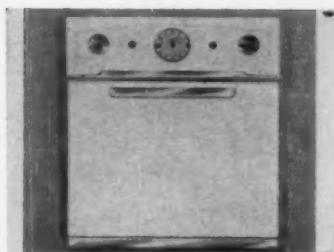
► Consoweld Corporation.
Booth Nos. 499-500—Sherman.
Circle No. J106 on reply card, p. 130



Drawer slide saves time

A new self-aligning nylon-roller drawer slide allows drawer to be inserted and removed easily. Measuring and leveling are eliminated by the use of formed lips of drawer tracks which fit along the underside of each drawer.

► Amerock Corporation.
Booth Nos. 506-507—Sherman.
Circle No. J108 on reply card, p. 130



New range line introduced

Either gas or electric models are available in a new line of built-in single or double ovens. Features include embossed-enamel control centers, lift-off doors, standard or automatic electric clocks. Choice of five colors to fit kitchen decors.

► The Tappan Company.

Booth Nos. 424-425—Sherman.

Circle No. J109 on reply card, p. 130



Window has removable sash

A new double-hung window unit by Silcrest Company has spring sash balances in the right-hand jamb which disengage, permitting the sash to be removed for cleaning. Weatherstripping in the left jamb assures weather tightness.

► Silcrest Company.

Booth No. 551—Sherman.

Circle No. J112 on reply card, p. 130



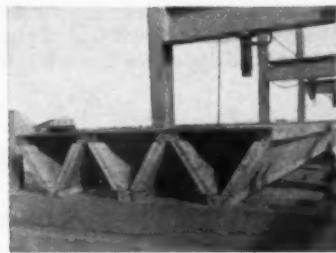
Stair building simplified

"Stairgides" are nailed to wood stringers to receive and support wood risers and treads for quick assembly. This system is said to have proven to be stronger than glued and wedged stairs. It is said to cut erection time by four-fifths.

► The Bilco Company.

Booth Nos. 521-522—Sherman.

Circle No. J113 on reply card, p. 130



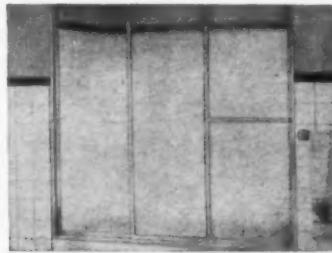
Prefab roof panel produced

"Trusdek," new prefab roof panels, consist of a series of troughs or "V's" joined together to provide a roof structural system as well as a decorative interior effect. Panels are 48" wide and 12" to 24" deep. Available in spans up to 40'.

► Rilco Laminated Products, Inc.

Booth No. 537—Sherman.

Circle No. J110 on reply card, p. 130



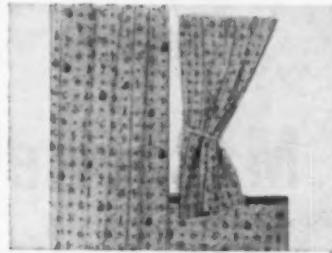
Shows new tub enclosure

A triple-door bathtub shower enclosure is put out by the manufacturers of Showerite doors—Theodore Efron Mfg. Co. Available in two series, the triple door permits a wider opening for bathing children, and allows for easier tub cleaning.

► Theodore Efron Mfg. Co.

Booth Nos. 479-481—Sherman.

Circle No. J113 on reply card, p. 130



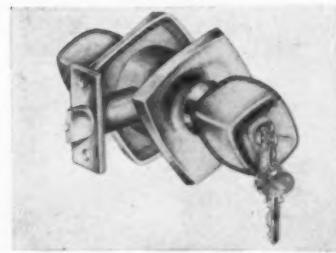
15 patterns are available

One of the many available patterns in the new "Match Makers in Wall-Tex" line of washable-fabric wall coverings is called "Voyager." A matching plastic shower set is available in 3 colorings. Other designs can be matched with fabric sets.

► Columbus Coated Fabrics Corp.

Booth Nos. 519-520—Sherman.

Circle No. J116 on reply card, p. 130



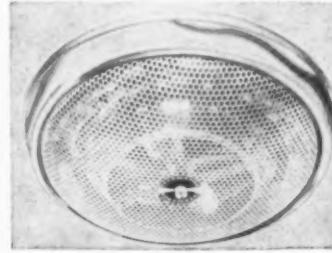
Lockset gives varied effects

Supplied as a matching knob and escutcheon combination, the Vegas design lockset is available in brass, bronze or aluminum in a variety of finishes. Can be mounted to present either a square or diamond-shaped appearance.

► P & F Corbin.

Booth Nos. 512-513—Sherman.

Circle No. J111 on reply card, p. 130



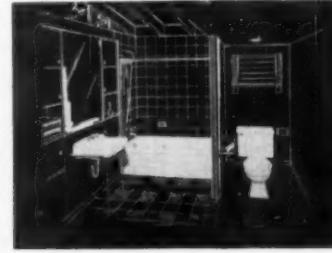
Flush-mounted heater

A ceiling-mounted electric bathroom heater that requires no rough in box is announced by this concern. The unit manufactured by Thermador Electrical Mfg. Co. is surface-mounted to a standard junction box. Gasket conforms to ceiling irregularities.

► Thermador Electrical Mfg. Co.

Booth No. 444—Sherman.

Circle No. J114 on reply card, p. 130



Bath ensembles in color

Nassau luxury bathroom set includes porcelain-enamelled-steel recessed tub with automatic bath and shower diverter, pop-up drain. Shelf-back lavatory has smartly-styled faucet and pop-up drain with aerator. Closet with reverse trap, 6" rough-in.

► Gerber Plumbing Fixtures Corp.

Booth Nos. 486-487—Sherman.

Circle No. J117 on reply card, p. 130

**NAHB RESEARCH
INSTITUTE-MASONITE HOUSE
Knoxville, Tennessee**

Developed by: N. A. H. B. Research Institute
Consulting Architects: Painter, Weeks & McCarty
Builder: Martin L. Bartling

New Masonite Sunline siding, with preformed ribs, blends harmoniously with the over-all exterior design. Available, at present, west of the Rockies only.



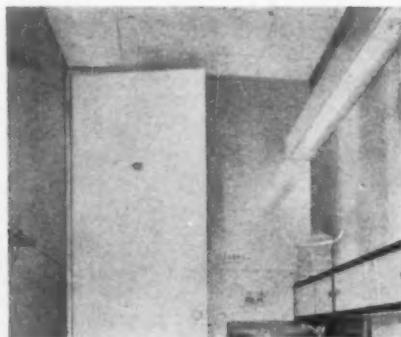
Preview of Masonite's sensational new wall panel. Combines siding framing, insulation and interior wall in one speedily erected 4' x 8' panel. One of the most talked-about features of the entire Research House.

Masonite's forecast for tomorrow...

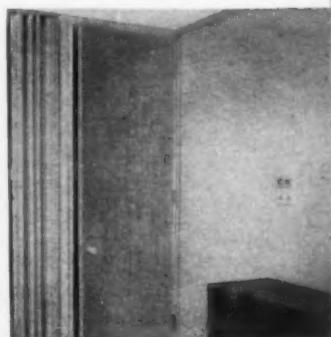
A new wall system...improved storage...more beautiful interiors...all bring faster, easier building and more house quality



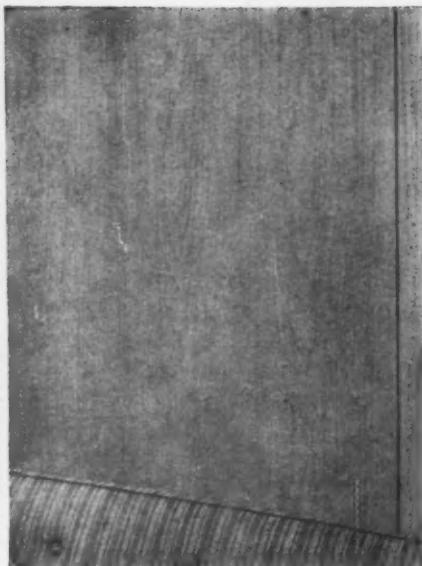
Beautiful walls double as storage areas. It's Masonite Panelok, the system that combines a wood-grain pattern on the face with metal lock strips hidden in the joints. These hold any of the easily removed Adjust-A-Bilt* fixtures to create storage spaces or display of family treasures.



Two baths with but a single tub! Lustrous Marlite plastic-finished panels present a permanent, colorful finish on the walls and ceilings, end worries about heat and moisture.



Why not a door that goes all the way to the ceiling? Masonite did it—and faced it with the handsome Royalcote Misty Walnut skins. No more over-the-door framing.



You'll guess way high on the cost of these glamorous walls. They're Masonite® Royalcote® in Misty Walnut wood-grain pattern. They add immensely to that all-important "first impression."

at the NAHB Research House

So much so new in the exciting NAHB Research Institute-Masonite House! So many steps forward in the science of building better, more efficiently. So many dramatic ideas in the art of appealing to prospects, especially those on a budget.

Here you see how Masonite research has brought about new panel products, pleasing in appearance and

designed to make application faster and lower in cost.

If you cannot visit this house in person, plan to see the demonstration at the NAHB show. Or ask your Masonite representative to show you the working drawings and ask him why they point the way to better building, more value for your customers. Masonite Corporation, Dept AB-1, Box 777, Chicago 90, Ill.



Low-cost feature with big appeal! Masonite heavy-duty $\frac{1}{4}$ " Peg-Board® panels store lawn and garden tools neatly off the floor. Even the heavier tools are hung on these easily painted panels.

Don't miss the demonstration at the Coliseum. See the modern techniques used to build the Research House.

and

**Visit Masonite's exhibit, Booths 30 and 31,
at the NAHB Show in the
Conrad Hilton Jan. 18-22**

MASONITE
CORPORATION

©Masonite Corporation—manufacturer of quality panel products.

1959 PRODUCT SHOW: AT THE SHERMAN



New look for house floors

Many new floor treatments are possible with Scored Tile—a glazed ceramic tile—available in new long-wearing crystalline glazes. It was developed especially for floors in homes, is easy to clean, is good looking and can be set rapidly.

► American-Olean Tile Co.

Booth No. 588—Sherman.

Circle No. J118 on reply card, p. 130



Coordinate your paint colors

Multicolored textured paint offers decorator-styled color combinations. Upgrades inexpensive doors and trim; hides minor surface imperfections and reduces builder's costs. Easily applied using standard commercial spray equipment.

► Plexitone Corp. of America.

Booth Nos. 451-452—Sherman.

Circle No. J121 on reply card, p. 130



Precision-process flooring

A parquet-type hardwood flooring—"Bondwood" is manufactured in units of 19"x19" or 2½ square feet. It is designed for installation in adhesive over insulated concrete or wood sub floors. Available in the species of oak, maple, walnut and cherry.

► Harris Mfg. Co.

Booth No. 552—Sherman.

Circle No. J124 on reply card, p. 130



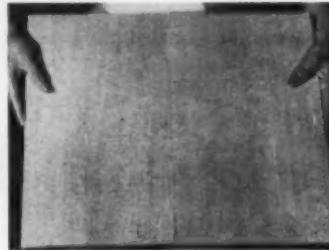
Hinges are almost hidden

Only the extreme tip of this ¾" offset pin hinge shows. Designed for use with lipped cabinet doors ¾" thick, it enhances a cabinet's appearance. Positioning of hardware on face frame is simplified by a marking spur on hinge's leaf.

► Acme Appliance Mfg. Co.

Booth No. 462—Sherman.

Circle No. J119 on reply card, p. 130



Shingles have "other" look

Sides and ends of this new rebutted-rejoined cedar shingle have been squared at right angles. Result: a smooth sidewall shingle that fits at tight-fitting joints producing a clapboard effect and giving weather- and wind-resistance.

► Red Cedar Shingle Bureau.

Booth Nos. 535-536—Sherman.

Circle No. J122 on reply card, p. 130



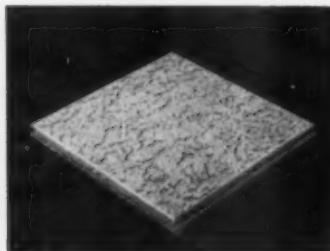
"Quiet-Coted" furnace

Inner surface of new Upflow furnace has coating of sound-deadening material which is also corrosion-and rust-resistant. This unit is produced in three cabinet sizes. Capacities range from 80,000 to 160,000 . . . using either natural or LP gas.

► Majestic Co., Inc.

Booth No. 436—Sherman.

Circle No. J125 on reply card, p. 130



"Invisible" holes cut noise

Although they can't be seen, micrometer-sized holes in this new Micro-Perf acoustical ceiling tile are said to provide highly effective noise control. This Nu-Wood Micro-Perf tile features a travertine marble pattern in either gray or beige.

► Wood Conversion Co.

Booth Nos. 491-493—Sherman.

Circle No. J120 on reply card, p. 130



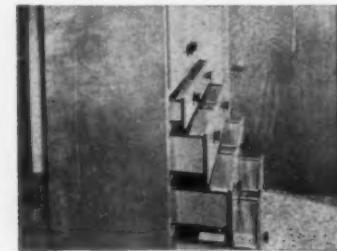
No surface nail holes

Baked-enamelled aluminum clapboard siding is made of .025 gauge 3003 aluminum and treated on both sides for permanent bonding. Resists weather extremes and defies rot and decay. Available in white and pastels in standard lengths.

► Lyl-Alum, Inc.

Booth 594—Sherman.

Circle No. J123 on reply card, p. 130



Drawers come in 20 sizes

Molded polystyrene drawers for kitchen storage come in a selection of 20 sizes. Nylon glides make opening and closing of drawers almost completely silent and smooth. Drawers have trim hardware. Designed for quick installation.

► Washington Steel Products, Inc.

Booth Nos. 437-439—Sherman.

Circle No. J126 on reply card, p. 130

Reply card, p. 130 for more information



WATCH HOMEMAKERS REACH FOR THIS NAME!

"Oh, yes!", she'll say. "These are PELLA . . . the windows Marge has in her new home . . . the ones with ROLSCREENS." Homebuyers know PELLA CASEMENTS, and their "Living Difference" made by ROLSCREENS, the original inside screens that roll up and down, and self-storing, Dual Glazing storm panels.

Show your prospects PELLA WOOD

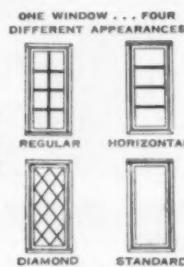
CASEMENTS, and you automatically tell them: "This home has everything you're looking for." Factory-assembled PELLA WOOD CASEMENTS are available in 18 ventilating sizes with up to 24" x 68" glass. Use PELLA CASEMENTS. Find out how they strengthen the sales story of the homes you build. Distributors throughout U.S. and Canada.

... See them at NAHB show — booth 18-19 Conrad Hilton



REMOVABLE MUNTIN BARS

Removable muntin bars snap in, snap out, for easy cleaning. Available for all PELLA WINDOWS.



• • • • • SEND COUPON TODAY • • • • •

ROLSCREEN COMPANY, Dept. KB-4, Pella, Iowa
Send me literature on PELLA CASEMENTS . . .
the windows that help sell homes.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____ STATE _____

Precision and Safety
Only with Comet
Retractable Radial Arm

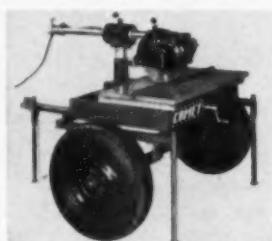
Time Saving "Stroke Pre-Set"

**COMET "JUNIOR"
WILL SPEED
YOUR
PRODUCTION**

ON-THE-JOB VERSATILITY... In your shop, or "on-location" COMET "JUNIOR" will save you time and money! Mounted on the "workhorse" COMET Trailer, it will provide fast, accurate, versatile cutting power... right where you need it. "Pre-set" cut-off strokes, made possible by the exclusive COMET return spring, increase production up to 20%! Get true, retractable radial arm reliability (standard length for 19" cross-cut, or the long arm for 25" cross-cut). Rugged steel radial arm glides smoothly on eight permanently lubricated ball bearing rollers: moves completely out of the way for full table working area. Power-packed COMET single or 3-phase 2 H.P. motor, assures smooth performance... cross-cut, compound miter, rip, dado, shape, route, grind, bore. On the job or in the shop, the professional COMET "JUNIOR" means speed, safety, and year after year "full load" dependability.

COMET MANUFACTURING CO. AB-1
2033 Santa Fe Ave. • Los Angeles 21, Calif.
• a division of The Siegler Corp.

COMET *



1959 PRODUCT SHOW

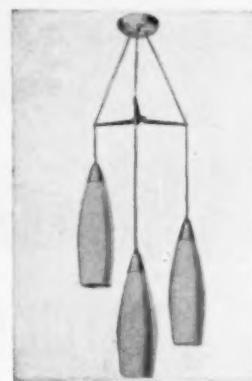


Adds low-cost shower door

A low-cost shower door has been added to its line by this manufacturer. Called the "Venus", the new door is built to fit a 5-foot recessed bathtub. List price for the new shower door is \$89.90. This is the company's third price range.

► Shower Door Co. of America.
Booth Nos. 456-458—Sherman.

Circle No. J127 on reply card, p. 130



Add a light touch

Beauty and brightness go together in this three light cluster fixture with its graceful opal glass and trim of walnut and polished brass. Tapered glass is 4½" in diam., 15" long. Overall diameter of this decorative fixture when in place is 20".

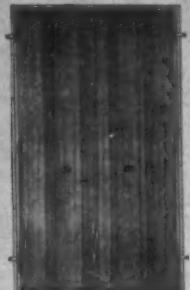
► Thomas Industries Inc.
Booth No. 445—Sherman.
Circle No. J128 on reply card, p. 130

Introduces wallboard patterns

Five wood-grained wallboard patterns have been introduced. Patterns are photographic reproductions of actual wood, cemented to gypsum board, finished with a durable transparent coating. Fire-proof panels are Fiberglas reinforced for extra strength.

► Bestwall Certain-teed Sales Corp.
Booth No. 469—Sherman.

Circle No. J129 on reply card, p. 130

1
9
5
9**PRECISION BUILDING PRODUCTS**designed & engineered by **HARMON****COMPLETE CLOSET FRONT ASSEMBLY**2 sizes: $49\frac{1}{2}'' \times 91\frac{1}{2}''$ & $25\frac{1}{2}'' \times 91\frac{1}{2}''$. Folding doors top and bottom.**COMPLETE CEDAR CLOSET**4' wide, $77\frac{1}{2}''$ high, 2' deep. Folding doors top and bottom. Assemble in 30 minutes.**COMPLETE CLOSET FRONT ASSEMBLY**2 sizes: $45\frac{1}{2}'' \times 6\frac{9}{16}''$ & $27\frac{1}{2}'' \times 6\frac{9}{16}''$. Folding doors.**"PUSH BUTTON" ELECTRIC STAIRWAY**

Rough opening, 30" x 72". Power Unit—1/3 hp electric motor.

**PRECISION SUPER DELUXE STAIRWAY**

Rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

**ELECTRIC HOT WATER HEATING BOILER**

For home hot water heating. Completely automatic.

**SIMPLEX "85" STAIRWAY**

For rough opening, 26" x 54". 1 size: 8'3" ceiling height.

**SIMPLEX SPECIAL STAIRWAY**For Truss Construction. For rough opening, 21 $\frac{1}{2}$ " x 44 $\frac{1}{2}$ ". 8'3" ceiling height.**SIMPLEX STAIRWAY**

For rough opening, 26" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

**SUPER SIMPLEX STAIRWAY**

For rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

Manufactured by

PRECISION PARTS CORPORATION

400-AB North First Street

America's most complete line of attic stairways

Nashville 7, Tennessee



NO NEED TO WORRY...STEEL PIPE RADIANT HEATING WARMS THE FLOOR

In true radiant heating, *steel pipe* heating coils are usually embedded in the floor itself, providing safe, gentle, permeating warmth. All over the country new schools are incorporating *steel pipe* radiant systems for this sun-like heat . . . without hot or cold spots, drafts, or dust-laden currents.

Steel pipe is, of course, preferred for all forms of hydronic heating . . . proved in three-quarters of a century of use.

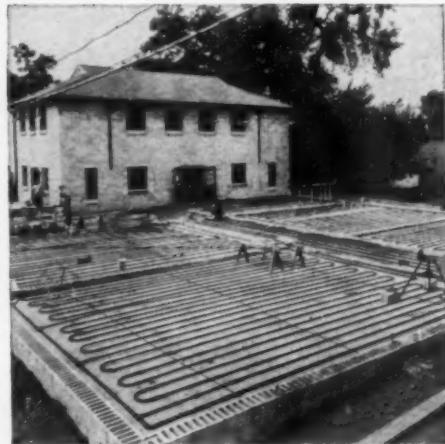
As in hydronic heating, *steel pipe* has hundreds of other applications because it is not only the least expensive but also the most versatile of metal tubular products. That's why it is the most widely used pipe in the world . . . for radiant heating, snow melting, refrigeration, fire sprinkler systems, vent and drainage lines, electrical conduit, structural uses, gas, oil and water lines.

*Write for the free 48 page color booklet
"Radiant Panel Heating with Steel Pipe."*

STEEL PIPE IS FIRST CHOICE

- Low cost with durability
- Strength unequalled for safety
- Formable—bends readily
- Weldable—easily, strongly
- Threads smoothly, cleanly
- Sound joints, welded or coupled
- Grades, finishes for all purposes
- Available everywhere from stock

INSIST ON PIPE MADE IN U.S.A.



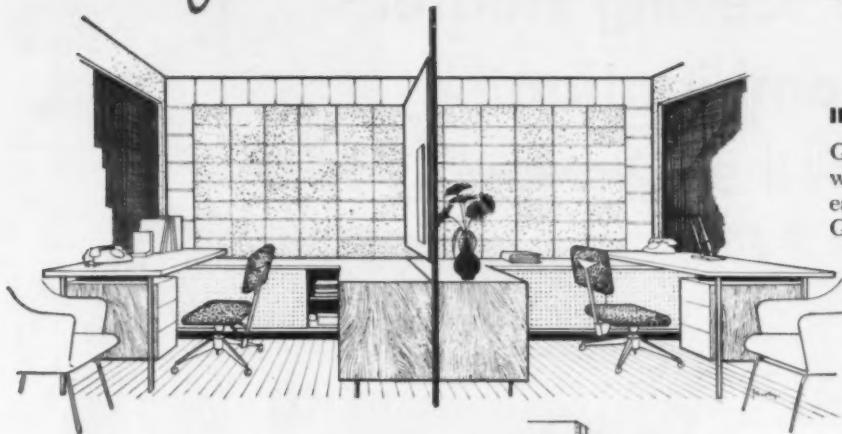
Steel Pipe radiant heating grids being installed in four-room school addition for uniform, healthful heat,

COMMITTEE ON STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street, New York 17, N.Y.

10 new design ideas in Owens-Illinois Glass Block —featured in new booklet!

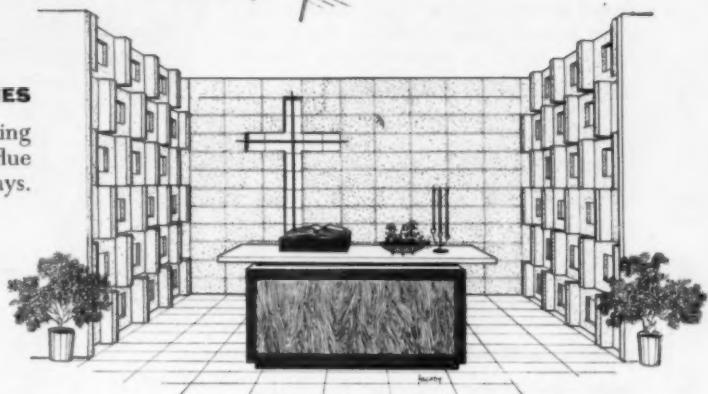


INDUSTRIAL BUILDINGS

Good daylighting plus maximum wall area—achieved by bordering each office area with Owens-Illinois Glass Block.

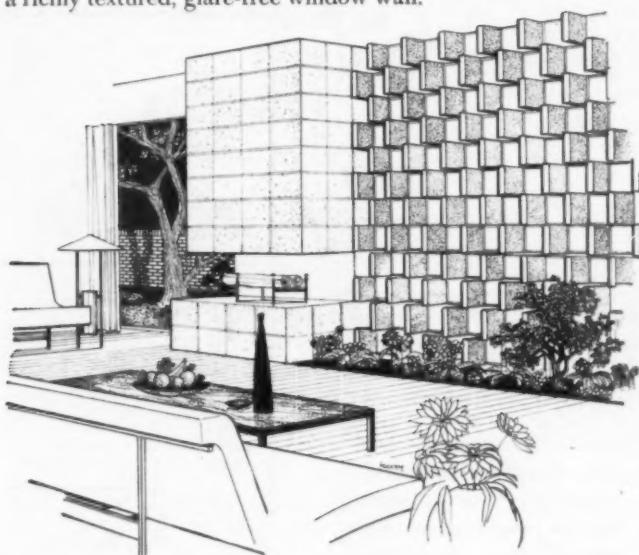
CHURCHES

Glass Block, set into an interesting pattern of concrete masonry and flue block, softly diffuse the sun's rays.



LIVING ROOMS

A wall of Glass Block, studded with finlike concrete masonry units, creates a richly textured, glare-free window wall.



OWENS-ILLINOIS GLASS BLOCK
AN **I** PRODUCT



KIMBLE GLASS COMPANY
subsidiary of Owens-Illinois
Dept. AB-1, Toledo 1, Ohio

Please send free booklet, "IDEAS UNLIMITED" prepared by Kimble Glass Company, a subsidiary of Owens-Illinois, and the National Concrete Masonry Association.

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Broan set out to design a far better Ceiling Heater and Light Combination and here it is—the Broan Leader

It's even a leader in price

You'll see many points of superiority
in this new Broan fixture:

- 1 Abundant heat — 1500 watts — 5000 BTU. Propels a gentle, diffused stream of warm air downward over a wide area. *NOT* a drafty jet stream from a high-velocity blower.
- 2 Greatly improved illumination — 120 watts of intensified, glare-free lighting, flooding from a large, prismatic crystal lens — not frosted glass.
- 3 Stainless steel grille with lifetime mirror finish — unaffected by bathroom moisture.
- 4 Easiest fixture of all to install. Electrician completes all field connections in outlet box in housing when roughing in. No other electrical work. Unit installs later — swings into place — plugs in automatically. No trailing wires.
- 5 Safe — thermal overload protected.
- 6 Compact design. Fits between 6" joists. 11½" square housing; 13½" square grille gives ample overlap. A single, economical installation for both heat and light. Vibration-free housing.
- 7 Costs less than other units and costs less to install. 5-year guarantee.

See your wholesaler or write for information.

Broan MANUFACTURING CO., INC.

946 West State St., Hartford, Wis. (Near Milwaukee)

Specialists in Quality Ventilating Equipment for More than 25 Years

Identical Twin Unit In Ventilating Fan and Light No. 610



This unit exactly matches the Ceiling Heater and Light; teams beautifully with it to make an outstanding twin light installation. Alone, it provides a luxury touch at a budget price. Has the same stainless steel grille as the twin unit, with air intake all around. Backdraft damper fits snugly against resilient gasket. Economical — one installation serves a double-purpose fixture. Uses 3" round duct. Single or double switch; fan time-switch available. Five-year guarantee.

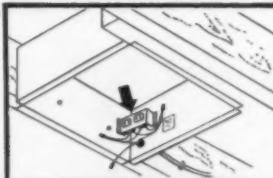
Exhibiting at
NAHB Show
Coliseum
BOOTH 979



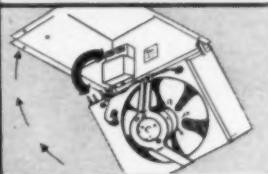
No. HL-15



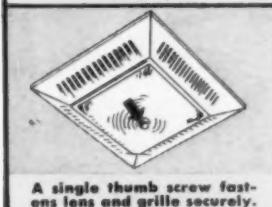
*Fast,
EASY
Installation*



Field connections are completed when housing is installed. No further electrical work.

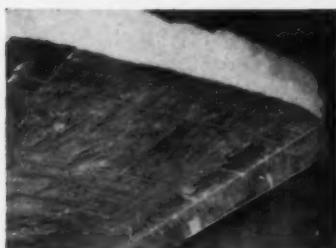


Unit hooks on hinge pins — swings up — plugs in automatically.



A single thumb screw fastens lens and grille securely.

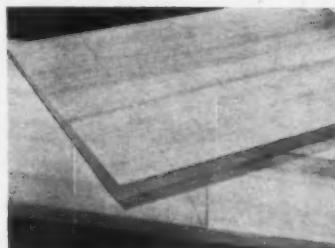
1959 PRODUCT SHOW: AT THE SHERMAN



Insulation product debuts

Newly developed fiber glass insulation, in full range of thicknesses with both foil and paper facing, is available in roll blankets and batt forms. Standard rolls of 112 lineal feet contain 150 square feet of insulation. 4', 8' lengths will be available soon.

► Pittsburgh Plate Glass Co.
Booth Nos. 426-427—Sherman.
Circle No. J130 on reply card, p. 130



Lumber waste cut

Nu-Loc is made-to-measure lumber—in preferred lengths and widths. Cutting, fitting and handling time is minimized on both big and small jobs. Bonded together with a light color waterproof exterior glue for lasting serviceability.

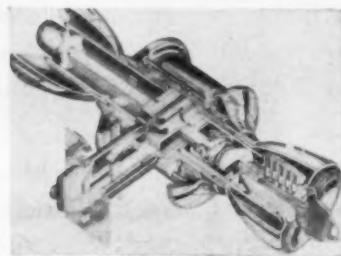
► Weyerhaeuser Sales Company
Booth Nos. 563-564—Sherman.
Circle No. J133 on reply card, p. 130



Doorware reflects new trends

Two new doorware lines adapt contemporary trends in architecture and decorating to door-knobs and escutcheons. One elliptical knob, brass or bronze, makes frontdoors handsomer. A barrel-shaped knob in "glamor" wares enhances interiors.

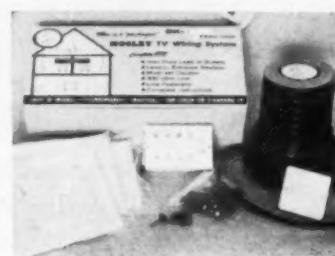
► Russell & Erwin Division.
Booth Nos. 476-477—Sherman.
Circle No. J136 on reply card, p. 130



Lockset operates smoothly

Among the exclusive design features of this Challenger 800 series lockset are pressure cast aluminum housing; steel retractor housing; full $\frac{1}{2}$ " throw latchbolt; extra-heavy locking bar. Cutaway shows interior of lock. Installs and operates smoothly.

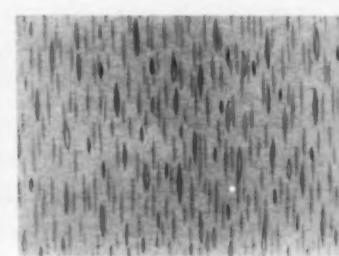
► Challenger Lock Company.
Booth No. 485—Sherman.
Circle No. J131 on reply card, p. 130



TV installation kits

Each kit contains two and four outlet wiring systems, plus all necessary equipment for deluxe TV installations. How-to directions are included in the handy, packaged assembly available to builders as a time-saver. Convenient item to "sell" model homes.

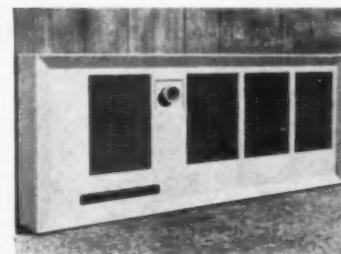
► Mosley Electronics, Inc.
Booth No. 405—Sherman.
Circle No. J134 on reply card, p. 130



Patterns sealed into surface

Patterns and wood grains are sealed into the top surface of this high-pressure laminated plastic. A heavy translucent overlay protects and preserves beauty. Resists chipping, scratching and abrasion. Sheets are $1/16$ " thick. Are easy to handle.

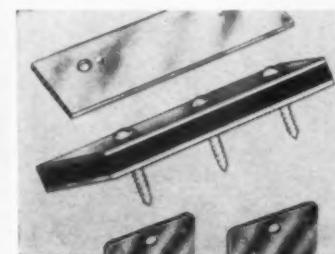
► Farley & Loetscher Mfg. Co.
Booth No. 579—Sherman.
Circle No. J137 on reply card, p. 130



First-of-kind heater

Forced-air electric baseboard heating unit is new innovation operated by centrifugal fan. It functions in tandem with thermostat-controlled systems. To install: slip heater from container, wire it, fasten casing to studs with four screws. Compact size.

► Robbins & Myers.
Booth No. 450—Sherman.
Circle No. J132 on reply card, p. 130



Triple magnet door catch

Trouble-free magnetic catch (for doors, louvers, shutters) will keep warped, out-of-line doors firmly closed. Self-aligning, permanent, triple magnet has extraordinary 35-pound pull—no rattling, ever. In rustproof, brass finish.

► Penn-Akron Corp.
Booth No. 482—Sherman.
Circle No. J135 on reply card, p. 130



Shakes are stud-nailed

Designed to be stud-nailed, these cedar shakes are supplied in lengths of 48" or 96". They are bonded to a cross-bind of plywood veneer, which in turn is bonded to a piece of insulating backboard to make a rigid unit. Saves job time.

► Shakertown Corporation.
Booth Nos. 422-423—Sherman.
Circle No. J138 on reply card, p. 130

Reply card, p. 130, for more information

Which is the most economical air conditioning for your houses?

There's no one best way—so much depends upon the size of houses, their architecture, the cost and availability of fuel and many other factors. That's why it's wise to consult your Carrier dealer before you draw your plans. He handles the largest line of air conditioning in the industry. (Four of the many products are described on these pages.) So his only interest is to recommend the type that short-cuts cost without sacrificing performance.

And this expert technical assistance is only the beginning. Your Carrier dealer can provide the

kind of tested promotional support that has made "Carrier Weathermaker Homes" the most-wanted houses in America. He can help you merchandise the air conditioning you install with everything from brochures to billboards. He can help you to bring the crowds to your sample houses.

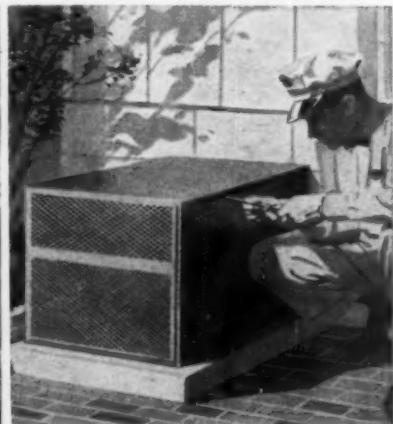
So make a date to see the Carrier dealer listed in the Yellow Pages of your Classified Telephone Directory before another day goes by. Work with him and get the most from your air conditioning investment. Carrier Corporation, Syracuse, N. Y.



Will you offer heating and cooling as standard equipment? Choose this Year-Round Weathermaker. It combines matching heating and cooling sections. Shifts from winter heating to summer cooling with a flick of a switch. Requires no more space than an ordinary furnace. Air cooled. In oil or gas fired models. Heating capacities to 200,000 Btu/hr; cooling capacities from 1.9 to 4.9 tons.



How about a furnace that permits the addition of cooling later? Then this Winter Weathermaker or "Furnace with a Future" is for you. Plenum for cooling coils is installed with the furnace. Ducts are sized for heating and cooling and insulated where necessary. Electric service for both (at least 100 amp.) is provided. Condensate drain and outdoor pad for refrigeration section included.



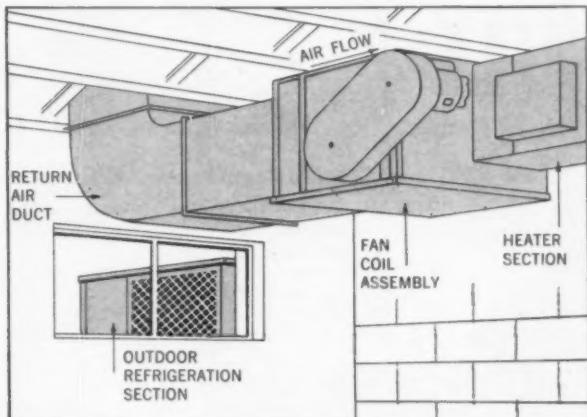
Do you want both heating and cooling at a budget price? Choose the revolutionary Carrier Thermo-Center. Consists of a Carrier furnace, the Winter Weathermaker (upflow or downflow) with plenum located next to an exterior wall. Duct connects plenum to outdoor cooling section (shown above). Costs hundreds of dollars less than conventional cooling systems and installation is quick and easy.



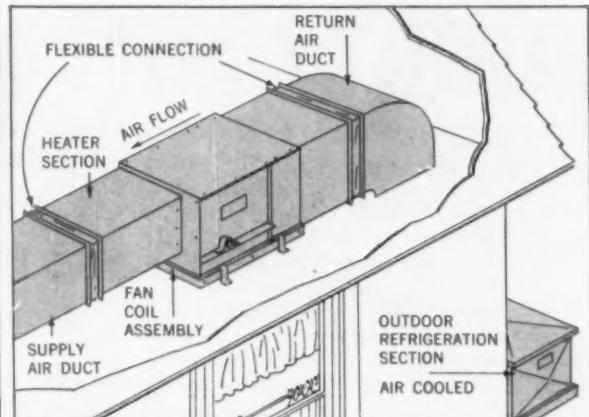
Here's the most efficient heat pump on the market today! It's the Carrier Heat Pump Weathermaker that offers three-way savings with low first cost, low installation costs and low operating costs.

Exclusive "Climate Balance" gives maximum efficiency over the year-round temperature range. The Indoor Section of the Carrier Heat Pump Weathermaker consists of air-circulation fans, heating-cool-

ing coil, filters and auxiliary electric heater. It may be located in a variety of places (see below). Its Outdoor Section contains an air-cooled condenser, refrigerant compressor and electric controls.



Heat Pump Weathermaker in basement or crawl space. Two piece design permits location of Indoor Section under floor joists. This frees indoor living space (enough to provide an extra closet). Condensing section is located outdoors to eliminate need for ductwork to bring in outside condensing air.



Heat Pump Weathermaker in attic or utility room. For slab construction, Indoor Section may be tucked in attic. No gas pipes, oil lines, tanks, chimneys or vents needed as only fuel used is electricity. No water used for summer cooling. Capacities: heating—51,400 to 123,500 Btu/hr—cooling—2.5 to 4.7 tons.

Stop by the Carrier Booths (401, 402, 403) at the National Association of Home Builders Exposition, Hotel Sherman, Chicago, January 18th through 22nd. See our dramatic, comprehensive exhibit: 8 ways to air condition a house.

Carrier

No. 646
6½" 1.5 h.p.
\$69.50



MIGHTY MITT-FULL

Here's the newest in Millers Falls all-new line of FULL-POWER SAWS

You're looking at the most advanced line on the market today! With five brand new models, there's an ideal saw for every contractor and carpenter... every job. You get power to spare — tremendous cutting capacity.

Among the many exclusive features of the three heavy-duty models are quick-change integral depth and angle adjustments and patented Micro-Guide®. Standard-duty saws are 50% more powerful than previous models. All are perfectly balanced, lightweight and ruggedly built for professional performance and long life.

SEE THE SAW LINE DESIGNED FOR PROFESSIONAL CRAFTSMEN AT YOUR DEALER'S NOW!

**MILLERS FALLS
TOOLS**

SINCE
1868

No. 800 8½" 2.0 h.p. \$95.00	No. 747 7½" 2.0 h.p. \$84.50	No. 727 7" 1.5 h.p. \$74.50
No. 626 6½" 1.0 h.p. \$54.50		

Write for free literature:

MILLERS FALLS CO., Dept. AB-2
Greenfield, Mass.

Lockset is low cost

A new, low-cost entrance-handle lockset has been announced by Kwikset Sales and Service Co. The new sets are designed so that they can be installed with the same tools as those needed for the company's existing "400" line of locksets.

► Kwikset Sales and Service Co.
Booth Nos. 463-466—Sherman.

Circle No. J139 on reply card, p. 130



Uses double weatherstrip

The new Bilt-Well wood casement window has two types of weatherstripping, stainless steel on the sash, tubular vinyl on the frame. Frame has dovetail construction for easy assembly and extra sturdiness. This particular window is available in 3 widths and 5 heights.

► Carr, Adams & Collier Co.
Booth Nos. 558-560—Sherman.

Circle No. J140 on reply card, p. 130

Cabinets have new surface

Super Satin Surface, a new sealed surface makes its bow in this new kitchen cabinet line. No sanding or priming is needed, and one finish coat makes the cabinets ready for use. Made in 3" modules, cabinets conveniently fit any kitchen keeping "wasted" space to a minimum.

► Long Bell Div., International Paper Co.
Booth Nos. 561-562—Sherman.

Circle No. J141 on reply card, p. 130

NEW KitchenAid Portable Dishwasher gives luxury appeal to lower cost homes!



The home without a built-in dishwasher doesn't need to be without automatic dishwashing by KitchenAid. Not with KitchenAid's new portable *now* available! Ideal for small homes with limited kitchen cabinet space, the KitchenAid portable dishwasher has no installation expense—an added profit item for you and a welcome sales appeal for your prospects. Along with the same superior qualities of the KitchenAid built-in dishwashers, the new portable is porcelain inside and out, holds service for ten and more, moves easily anywhere on broad, ball-bearing casters.

Add another mark of quality to all the houses you build by including a KitchenAid automatic dishwasher in your plans. You'll like the buying interest it arouses.



For permanent installation there are KitchenAid models to fit perfectly into any kitchen. The built-in model shown offers a choice of front finishes to complement any kitchen design.

KitchenAid® dishwashers

The Finest Made...by



'The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

KitchenAid Home Dishwasher Division
The Hobart Manufacturing Company
Department KAB-P
Troy, Ohio

- Please send information on the new KitchenAid portable dishwasher.
 Please send name of nearest KitchenAid distributor.

Name.....

Address.....

City..... Zone..... State.....

IQ

Individuality rates as a No. 1 requirement with home-buying prospects today. They want homes that are distinctive—not "look-alikes." Curtis helps you sell individuality with 97 different window styles and combinations...88 different door styles!

Quality is another "must" with home buyers. With Curtis doors and windows, quality is guaranteed. More than 30 years of national advertising have made "Curtis" a household word, known and respected by millions.

**why progressive builders
are making profits with...**

CURTIS IQ

Now the individuality and quality of Curtis doors and windows are available for homes in every price bracket! Whether you build five or 500 homes a year, you can use the powerful, sales-making prestige of the Curtis name and reputation. Join the many alert builders who are proving this with profits!



Bob Schmitt of Bob Schmitt Homes, Berea, Ohio, uses Curtis windows to vary proportions of masses and styling with one basic plan.

AND here's how CURTIS helps you sell



NATIONAL ADVERTISING

a big schedule of full-page, full-color advertising in *Better Homes & Gardens*, plus full-page advertisements in *New Homes Guide* and other consumer building manuals.



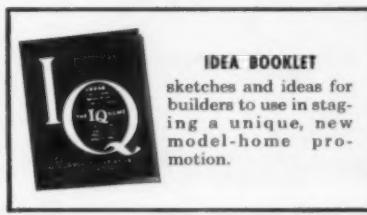
CURTIS GUARANTEE CERTIFICATE

a powerful sales-making tool, as many builders have found!



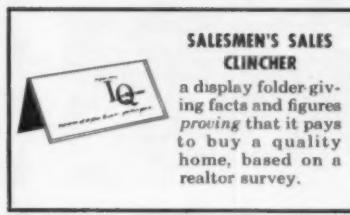
BUILDER AWARD PLAQUE

certifying you as a quality builder who brings home buyers a high degree of individuality of design with quality materials and workmanship.



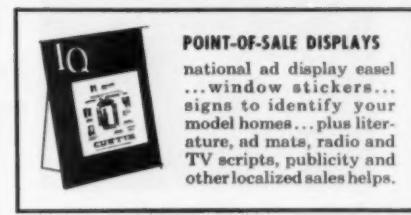
IDEA BOOKLET

sketches and ideas for builders to use in staging a unique, new model-home promotion.



SALESMEN'S SALES CLINCHER

a display folder giving facts and figures proving that it pays to buy a quality home, based on a realtor survey.



POINT-OF-SALE DISPLAYS

national ad display easel... window stickers... signs to identify your model homes... plus literature, ad mats, radio and TV scripts, publicity and other localized sales helps.

**Start a year of better profits
—mail the coupon!**

CURTIS
Individuality and Quality in doors and windows

Curtis Companies Service Bureau
200 Curtis Building, Clinton, Iowa

AB-1-59

I want to know more about Curtis I.Q. plan for more sales and profits.

- Please have your representative explain the plan to me.
 Send full information.

Name.....

Address.....

City.....Zone.....State.....

1959 PRODUCT SHOW: AT THE SHERMAN



Use of redwood stressed

Proper use of redwood as a building material is emphasized by this corporation. Technical experts will be available at the NAHB Convention booth to answer any questions concerning redwood uses, advantages and the association can be reached by mail.

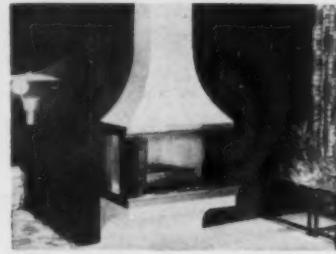
► California Redwood Assn.
Booth No. 565—Sherman.
Circle No. J142 on reply card, p. 130



Low-maintenance feature

Deep roof overhang and horizontal lines of lumber accentuate lateral range of residence, give maximum insulation and paint protection. All grades receive seasoning which assure long-lasting, low-maintenance performance.

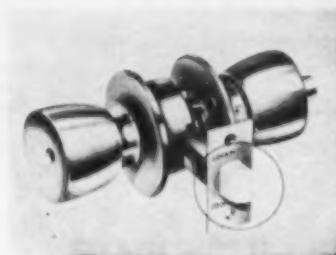
► Southern Pine Association.
Booth Nos. 543-544—Sherman.
Circle No. J145 on reply card, p. 130



Fireplace fits any decor

The Uni-bilt fireplace eliminates expensive masonry construction. It is completely factory-built with its own chimney and built-in damper. It can be installed by semi-skilled workmen in less than one day so it saves time. UL approved.

► Vega Industries, Inc.
Booth Nos. 510-511—Sherman.
Circle No. J148 on reply card, p. 130



Lockset has nylon bolt

A bolt made of Dupont Industrial Nylon is being shown this year by this hardware manufacturer in its line of locksets. The bolt is said to be friction-free, quiet in operation and extremely durable. Modernizes installations.

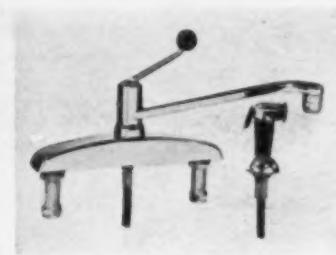
► Lockwood Hardware Mfg. Co.
Booth Nos. 488-489—Sherman.
Circle No. J143 on reply card, p. 130



New wall tile announced

Glazed wall tile is now available in a new form, Swif-Way—eight tiles mounted on a sheet of strong, latex-impregnated paper which is perforated to allow 51% of the tile to bond securely to the setting bed. Requires less adhesive.

► The Mosaic Tile Company.
Booth No. 431—Sherman.
Circle No. J146 on reply card, p. 130



No putty needed for seating

No putty is needed to seat these kitchen deck faucets on sinks. This is accomplished by the use of brass escutcheons and sink gaskets. The two faucets—part of the Moen line—can be disassembled with pliers. Are modern, attractive in appearance.

► Moen Faucet Div., Standard Screw Co.
Booth No. 553—Sherman.
Circle No. J149 on reply card, p. 130



Quality woods shown

The wide application of Canadian woods for use in homebuilding will be stressed in this exhibit by the Canadian consulate. The cut-away of a modern house constructed of woods from eastern and western Canada is the central display.

► Canadian Consulate General.
Booth Nos. 584-587—Sherman.
Circle No. J144 on reply card, p. 130



Contest winners named

Bell & Valdez of Bellevue, Wash., was one of the winners in the *American Home* magazine's Citation building program for 1958. The company's home and those of 17 other winners will be featured in the magazine's February issue.

► The American Home Magazine.
Booth Nos. 429-430—Sherman.
Circle No. J147 on reply card, p. 130



Uniquely built garage door

Rugged, attractive, easy-to-operate Flush Garage Door combines steel, wood and "lifetime Guaranteed" Masonite. New floating face construction prevents warping. 16'x7' door (shown) has two 20"x8" light inserts at eye level.

► Raynor Manufacturing Company.
Booth No. 428—Sherman.
Circle No. J150 on reply card, p. 130



This is the American-Olean bathroom displayed at the NAHB Show. Note the repetition of the floor motif on the vanity wall in Tile Gems; 52 Daffodil, 97 Gardenia, 34 Berry Brown. Side walls: 64 Lobelia. Counter top: 335 Cr. Aqua in Scored Tile Design SD-1. Floor: 1 1/8" squares; Yellow, Rust Brown, White. Color Plate 78.

A beautiful tile bathroom can be the best sales feature of a home. In addition to its colorful eye appeal, American-Olean Tile adds solid value which home buyers recognize . . . truly the mark of a quality home.

For more tile ideas



clip and mail
for free copy
of full color
booklets,
"New Ideas
in Tile" and
"Crystalline
Glazes &
Scored Tile."

American-Olean CERAMIC TILE

AMERICAN-OLEAN TILE COMPANY, INC. EXECUTIVE OFFICES: 1404 CANNON AVE., LANSDALE, PA.
FACTORIES IN LANSDALE, PA. • OLEAN, N.Y. • MEMBER: TILE COUNCIL OF AMERICA, PRODUCERS' COUNCIL

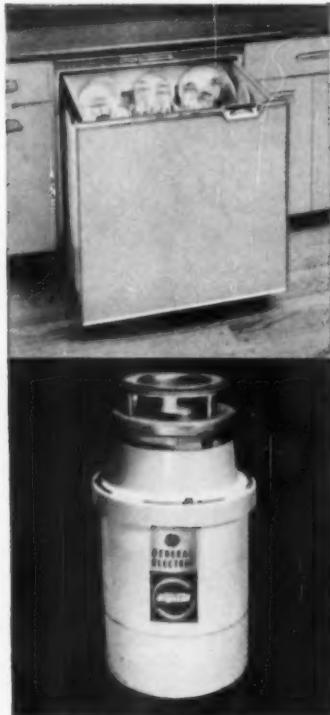
NAME

ADDRESS

CITY, ZONE

STATE

New Built-In Sales Appeal!



And...
for your extra-value homes

The eye-catching General Electric "Empress" 30-inch model. Actually holds a complete service for twelve people. Model SU-80.

Plus...
the sales appeal of a Disposall®

A specially budget-priced, high-quality, continuous-feed model that features really fast, easy, one-man installation! Model FC-15.

General Electric Dishwasher designed and priced right for you!

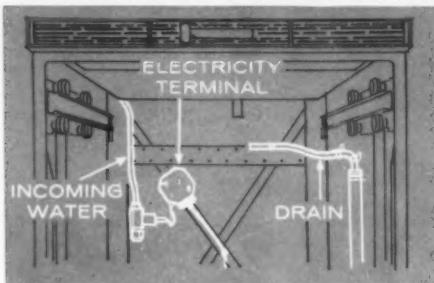


Model SU-60 Automatic Dishwasher—This "Princess" 24-inch budget-priced, quality-built dishwasher gives you General Electric's brand preference and consumer appeal with truly modern kitchen convenience.

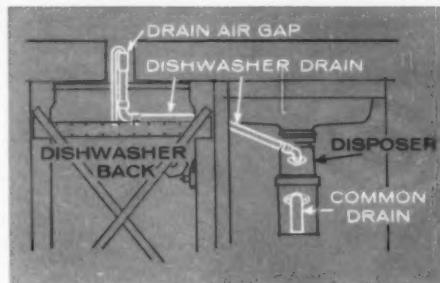
You get sales appeal, extra value, visible quality and the competitive *plus* which help sell your homes faster. It's available in 5 colors, 5 woods, brushed chrome and antique copper. Features famous Flushaway Drain, built-in pump, custom washing performance.

And, you get world-famous General Electric dependability and service.

Look at This Easy, Fast Installation



Saves Time And Work—Entire tub rolls right out of cabinet—and out of your way—while you make electrical and plumbing corrections. (Four wood wedges let you shim and level cabinet while in place.)



Sanitary Drain Air Gap—Eliminates need for prior roughing in, provides maximum sanitation, uses one drain for both dishwasher and sink. (Optional sanitary drain also available which utilizes existing sink.)

We want to help you sell!

Besides budget-priced, high-quality models with easy installation and big sales appeal—we're ready to back you with a complete package of merchandising tools designed to help you really reap the benefits of nationally advertised General Electric Dishwashers and Disposals.

For all of the profitable details get in touch with

your General Electric representative or mail the coupon below today!

Watch for the big news!

Coming soon! A new 24-inch custom model dishwasher . . . the biggest and most exciting advance in automatic dishwashing in years. It'll be mighty important to homemakers, home buyers, and to you as an alert home builder.

Yes . . .

We'd like more detailed information about the new General Electric Dishwashers and Disposals—and the promotion help which goes with them.

No obligation, of course.



General Electric Company, Department DD-1
Appliance Park, Louisville 1, Kentucky

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

GENERAL ELECTRIC



Don't Stop with a Top...
FORMICA[®]
Laminated Plastic
is a Wall Surface Too!

Formica Illustrated:
26-CR-58 Kashmir Walnut and 949 White

The sales power of genuine Formica on kitchen tops has been used by leading builders for many years.

Our illustration of a family room wall is one example of how aggressive builders are using Formica on walls not only in kitchens and bathrooms but the house over.

The beauty of Formica colors and woodgrains coupled with trouble-free maintenance will give your homes the extra appeal that makes the sale.

NEW COLOR SAMPLES FOR



AMERICAN BUILDER



Black Sequin, 3-SE-9
 White Sequin, 28-SE-1
 Gray Sequin, 10-SE-70
 Celadon Sequin, 52-SE-50
 Camellia Sequin, 36-SE-48
 Inca Gold Sequin, 41-SE-49
 Light Aqua Sequin, 23-SE-46
 Rose Beige Sequin, 16-SE-45

YOUR PROSPECTS WILL BE ASKING FOR

NEW FORMICA® Sequin

1959 model homes offer a real golden opportunity for builders to cash in on the hottest trend in consumer color preference. Gold flecked colors have captured the hearts of home buyers as few ideas ever have.

Formica Sequin comes in black, white, gray and five soft pastel colors to blend with popular appliance and cabinet colors.

Contact your Formica sales representative for help in installing and merchandising Formica in this year's model homes.

Send today for your free swatches of these new "Formica Gold Rush" colors together with ideas and installation instructions for Formica.

This mark certifies genuine

Be sure you get genuine Formica. Look for this wash-off registered trade mark on the surface.



MAIL THIS COUPON TODAY
 FOR FREE COLOR SWATCHES

FORMICA CORPORATION

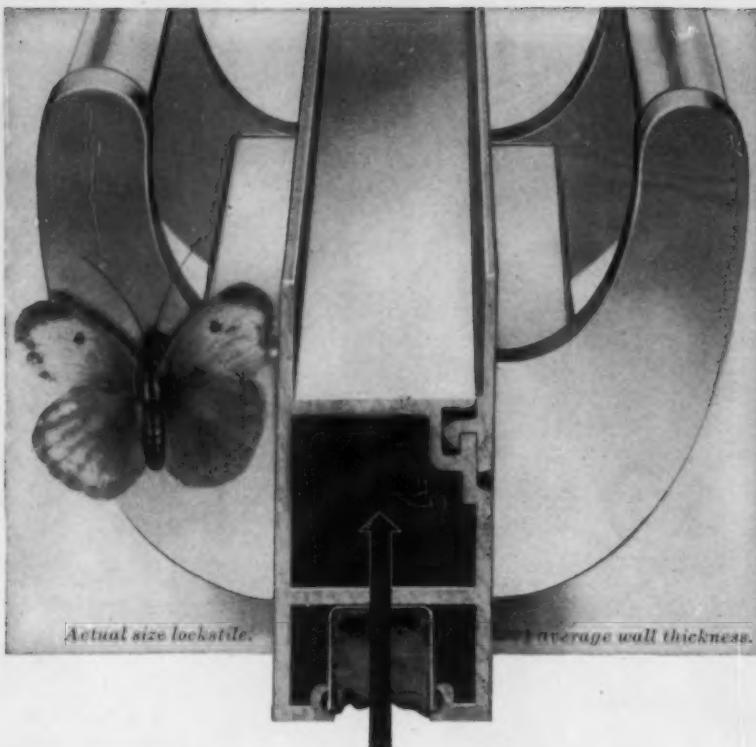
4611 Spring Grove Ave., Cincinnati 32, Ohio
 Gentlemen:

Please send me without obligation, color swatches of your new colors, ideas, and installation help on Formica.

Name _____

Address _____

City _____ Zone _____ State _____



HOW BRAWN BACKS UP THE BEAUTY OF MILLER SLIDING GLASS DOORS

Because a door's performance is vital, Miller's use of heavy tubular sections—with their engineered method of construction—produces a door unmatched for strength and design freedom.

For maximum weatherproofing Miller double-seals the vents with Schlegel Certified woven pile (silicone treated). All aluminum frames are Alumilited for durability and permanent satin finish. Thus the beauty of the lines (2 in aluminum, 1 in steel) is backed by strength and dependability...plus strong selling aids and national consumer advertising. Write for name of your stocking Distributor. See Sweet's Arch. File 16d/Mi.

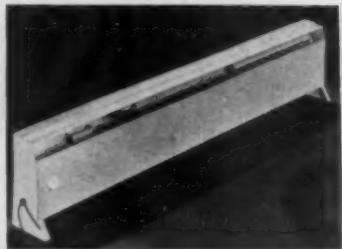


sliding glass doors by

Miller

Space #354 (NAHB)
Conrad Hilton, Jan. 18-22.

Miller Sliding Glass Door Company, Inc. • Dept. A.B., 3216 Valhalla Drive • Burbank, Calif.

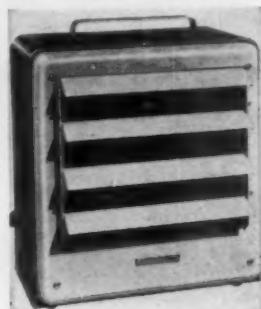


Take your heat with you

Circulating hot-water heating system is hermetically sealed throughout. This modern, attractive unit has built-in automatic thermostat control. It saves up to 60% plus on electric bills . . . and it's portable. Just place it, then plug it in—and presto, heat at your feet.

► International Oil Burner Co.
Booth No. 497—Sherman.

Circle No. J151 on reply card, p. 130



Dries plaster faster

A new industrial-type of electric heater by Electromode permits faster drying of plaster when used in new construction. Heat is fan-circulated, eliminating possible hot spots. Built-in thermostat controls heat without need for extra wiring. Unit is compact and convenient to use. Details from the manufacturer.

► Commercial Controls Corp.
Booth No. 548—Sherman.

Circle No. J152 on reply card, p. 130

Paints on parade

A coordinated group of translites-in-color shows Arco paints in actual homes. This lively exhibit of Alkyd Flat, Ripple Texture, Velvet Gloss and Semi-Gloss is an arresting display. Home exteriors also in this "show" illustrate beauty of Alkyd house paint. These paints are easy to apply and they dry quickly.

► The Arco Co.
Booth No. 478—Sherman.

Circle No. J153 on reply card, p. 130

Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



**Ger-Pak in sidewalls helps
PREVENT STRUCTURAL DAMAGE*

Take the first step that helps eliminate structural damage or the possibility of exterior wall paint blistering due to moisture penetration from within. Install GER-PAK Virgin Polyethylene Film—the film whose features provide an even greater margin of safety than is required by FHA. Result: GER-PAK film-protected walls lessen moisture transmission from within a building to a negligible rate. *And the film lasts the life of the structure!*

Builders coast-to-coast are now using GER-PAK Film under slab foundations to end the age-old problem of wet basements . . . over subflooring for superior dust-sealing and water vapor protection . . . as well as for flashing, for concrete curing blankets, for protecting

equipment and materials from bad weather . . . plus dozens of other on-the-job uses.

GER-PAK is lightweight, easy to handle, inexpensive. Comes in widths from 10-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. Ask your dealer today.

SEE OUR CATALOG FILE
S
IN SWEET'S FILE

DESIGNED TO MEET FHA REQUIREMENTS

—CLIP AND MAIL NOW FOR FREE SAMPLES!

Gering Products, Inc., Kenilworth, N. J.

Please send me without obligation:

AB-1

**FREE GER-PAK® and Miracle Tape samples
and brochure.**

Name

Company

Address

City Zone State



Virgin Polyethylene Film

Gering Products, Inc., Kenilworth, N. J.

NOW! Take the *Labor* out of basement window installation



KEWANEE HOPPER VENT
BUCK WINDOW

with
kewanee

"BUCK" WINDOWS

(STEEL BASEMENT WINDOWS WITH
BUILT-IN POURING FORMS — NO SEPA-
RATE WOOD OR STEEL BUCKS REQUIRED!)



**BIG LABOR
SAVINGS!**
•
**EASY TO
INSTALL!**

FOR CONVENTIONAL & "WALK-IN" TYPE BASEMENTS

The new Kewanee line of "Buck" Windows offers builders and concrete contractors a real opportunity to improve basement design and construction, and cut down on labor costs. Installation is fast — just position buck window against wall forms, level and nail. There are no clumsy, heavy steel bucks to handle . . . to strip, clean, oil, store or haul around. No wood bucks to build. All units are comparatively light in weight, available for a full range of wall thicknesses.

THE KEWANEE "BUCK" LINE INCLUDES . . .

- STANDARD 2-LITE WINDOW — Project builders report savings of \$3 per opening.
- LARGE WINDOWS FOR "WALK-IN" BASEMENTS — Big selection (Hopper Vent, Slider, Ranch and Casement types). Units feature the same fast, labor saving installation.
- NEW! KEWANEE BLOCK BUCK WINDOW — Standard 2, 3 or 5 block high.
- BUCK DOOR FRAME — Installed as quickly and easily as any buck window.



KEWANEE STANDARD 2-LITE
BUCK WINDOW



KEWANEE SLIDER BUCK WINDOW



KEWANEE BLOCK BUCK WINDOW



KEWANEE BUCK DOOR FRAME

OTHER KEWANEE QUALITY BUILDING PRODUCTS

- Steel Door Frames • Conventional Steel and Aluminum basement windows • Lintels
Mortar Boxes • Aluminum Sliding Horizontal Windows • Other metal building products

Please send "Buck" Window literature for

- Poured Walls Concrete Block

NAME _____

FIRM _____

STREET _____

CITY _____

STATE _____

SEE YOUR DEALER OR WRITE TO . . .

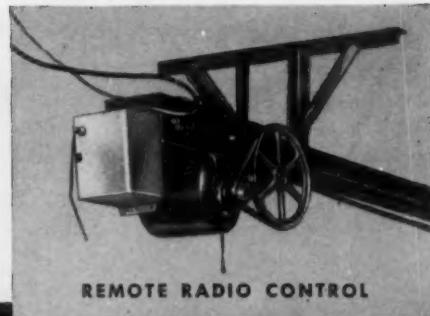
kewanee Manufacturing Co.

159 ROMPEL AVE. • KEWANEE, ILL.

"Our 40th Year Making Quality Building Products"

See us at booth 310 Conrad Hilton.

Ro-WAY ELECTRIC OPERATOR for residential garage doors



REMOTE RADIO CONTROL



Remote radio or push-button control

What's selling houses fastest these days? It's the *extra* conveniences that turn lookers into buyers. *Real* conveniences—like the Ro-Way automatic garage door operator.

With remote radio control, the touch of a button on the car's instrument panel actuates the operator to unlock the door, lift it up, and turn on the lights. Another touch of the button closes the door, locks it, and turns off the lights.

As simple as that—and it can all be done up to 85

feet from the garage, without ever leaving the car.

Best of all, the Ro-Way Electric Operator *really* works. *Without fail!* Thousands of installations, hundreds of hours of punishing tests, prove its complete dependability.

See for yourself. Install a Ro-Way Electric Operator in your model home—and watch it open your prospects' eyes. Call your Ro-Way distributor now—he's in the Yellow Pages.

Write for free literature, full details and prices

there's a Ro-Way for every Doorway!

RESIDENTIAL • COMMERCIAL • INDUSTRIAL



ROWE MANUFACTURING COMPANY

796 Holton Street, Galesburg, Illinois

1959 PRODUCT SHOW: AT THE SHERMAN



"All Feature" gas oven

Chambers "All Feature" gas oven in Satin Chrome or Copperlux. "New Look" gas oven has chrome picture frame trim. "Matchless" with such features as safety automatic pilot, oven window, oven light, electric clock, special deep oven rack.

► Chambers Built-Ins, Inc.
Booth Nos. 453-454—Sherman.

Circle No. J154 on reply card, p. 130



Built-in cleaning

Vacu-Flo is a built-in home cleaning system available in two sizes. Can be installed in walls, floors or on exposed surfaces. Conveying lines are of zinc-coated 2" O. D. permanent steel tubing. New valves take either 1 1/4" or 1 1/2" hose. Improved for wet pickup.

► H-P Products, Inc.
Booth No. 472—Sherman.

Circle No. J157 on reply card, p. 130



New wood windows

R.O.W. windows feature "Lift-Out" sash and their exclusive "Lift-T-Lox" window balance. This feature is advantageous to builders. Sash lift out for easier priming. One man can install window. Most window sizes can be installed from inside.

► R.O.W. Sales Co.
Booth No. 538—Sherman.

Circle No. J160 on reply card, p. 130

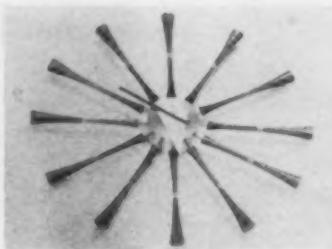


It eliminates noise

"Claritone" is an acoustical tile made of wood fibres manufactured to form a rigid, lightweight tile of low density. Comes in random patterns of varied-size holes. Available in three thicknesses: 1/2", 3/4", and 1", and in 12x12"; 12x24"; and 24x24" units.

► Baldwin-Hill Co.
Booth No. 593—Sherman.

Circle No. J155 on reply card, p. 130

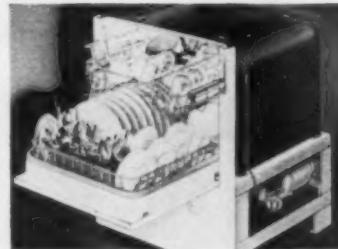


Clock is eye-catcher

Tapered walnut spokes inlaid with maple radiates from a satin brass center in a new sunburst clock by George Nelson. White hour markers and black hands, electric and 8-day wind. Patented plug-in eliminates lead cord for baseboard attachment.

► Howard Miller Clock Co.
Booth No. 470—Sherman.

Circle No. J158 on reply card, p. 130



Dishwasher is real aid

Hobart's new KitchenAid dishwasher features "Timed Spray Cycle" that clears plumbing lines of cold water and warms up interior before wash cycle—is easy to load and unload. There are models to fit any kitchen in white, stainless, copper.

► The Hobart Mig. Co.
Booth Nos. 446-447—Sherman.

Circle No. J161 on reply card, p. 130



Permanent finish flooring

This hardwood block flooring has a vinyl alkyd finish that is said to minimize cleaning problems, last almost indefinitely. The flooring is installed with mastic over any smooth, sound, dry surface, including concrete slabs.

► Wood-Mosaic Corporation.
Booth Nos. 474-475—Sherman.

Circle No. J156 on reply card, p. 130

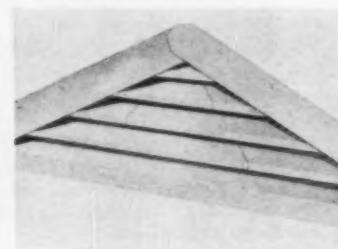


Plywood with plastic overlay

Plastic overlaid plywood has been added to the line of Simpson Logging Co. It is available with (1) medium and (2) high density surfaces. First is ideal for siding as it will not check, split or blister. Second is especially suited for concrete forms.

► Simpson Logging Co.
Booth No. 448—Sherman.

Circle No. J159 on reply card, p. 130



Louvers are adjustable

Leslie Welding Company is exhibiting an all-new series of adjustable aluminum triangular louvers for gable construction. Six models are available with bases from 3 1/2' to 9 1/2'. Completely baffled, both front and rear, against weather.

► Leslie Welding Co., Inc.
Booth No. 505—Sherman.

Circle No. J162 on reply card, p. 130



Trade-Wind

Distinguished Styling

Style is the keynote of modern kitchen design — and Trade-Wind provides the most striking hood designs with which to accent the kitchen.

Customer Convenience

Space Saver designs free the entire cabinet for storage; the exclusive Touch-Bar simplifies control; real copper and stainless steel are specially finished for lifetime service.

Certified Performance

Every Trade-Wind Ventilating Hood and Ventilator is guaranteed to provide top capacity performance.

You'll Get EVEN MORE in '59 with Trade-Wind

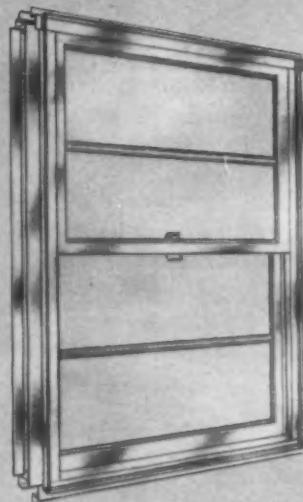
Welcome to Booth 450 - NAHB Show, Sherman Hotel

3501 Ventilating System	2501/1501 Ventilators	Space Saver Ventilating Hoods	Pre-Wired Hoods	Patrician Ventilating Hood	1701 Bathroom Light Ventilator	Oven Ventilator

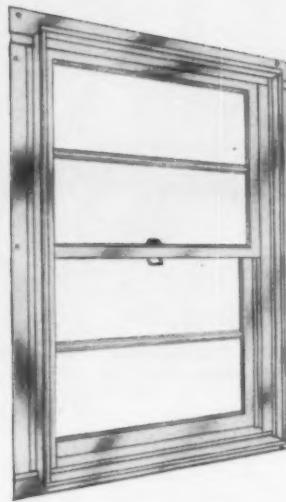
Trade-Wind THE BRAND THAT HAS QUALITY IDENTIFICATION

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT PLACE, PICO-RIVERA, CALIFORNIA
DIVISION OF ROBBINS & MYERS, INC

LOOK...

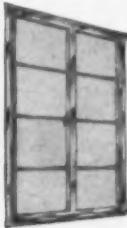


New Caco "Series 80" Double-Hung (with channel frame)



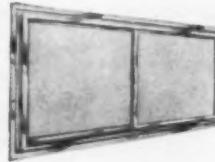
New Caco "Series 70" Double-Hung (with fin-trim frame)

HERE ARE JUST 5 OF THE MANY WINDOW TREATMENTS OFFERED BY CECO



Aluminum and Steel Residence Casements

For certain design effects, consider Caco Aluminum Residence Casements—Series 825 with integral fin-trim for frame and veneer construction or Series 800 (Z-bar style) for frame. If steel windows are indicated, use Caco Steel Residence Casements (Z-bar style) for either masonry or frame construction.



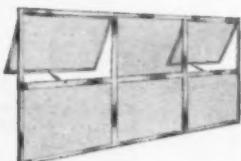
Aluminum Horizontally Sliding Windows

You achieve the wide-wide look with Caco Aluminum Sliding Windows, Series 700. Easy to install with integral fin-trim. Good appearance, yet economical. Here is true versatility. Many interesting multi-sash arrangements and panel systems can be designed.



Aluminum Awning Windows

Caco Aluminum Awning Windows are handsome and then some. Engineered and made to meet high standards. Truly weather-tight. All slides of the vents lock firmly against the weatherstrip frames. Full controlled ventilation.



Aluminum and Steel Window-Walls

Whatever your design dictates—aluminum or steel—Caco Window-Walls are available either way. Ideal for ranch type homes and other residential designs where large light areas and architectural features are desired. Window-Walls are available with sliding inserts, too. Caco Fixed Windows are offered for use with Window-Walls.

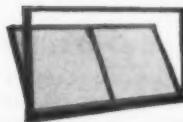
SEE THE WINDOW HITS OF THE NAHB SHOW

**CECO'S New Craft-Made—Custom Quality—
Expertly Engineered Residential Windows
Meet Customer Demands**

P.S. PRICED SENSIBLY

It takes a company with vast engineering and research resources to offer *truly custom quality windows* at production line manufacturing costs. And that's what Ceco gives you in its 3 great aluminum windows . . . Series 60 Double-Hung with channel frame; Series 70 Double-Hung with fin-trim frame and Series 80 Single-Hung with fin-trim frame. Here you get whisper silent performance combined with precision weathertightness and smooth fingertip operation. Reason: Sash are countered with even-tensioned spiral balances and are cushioned with pre-tested silicone-treated wood pile weatherstripping. Small wonder home owners everywhere quickly see the custom quality these windows really provide. You as a builder will appreciate the easy installation. Series 70 and 80 have the labor saving fin and trim integrally extruded into the frame. In Series 60 with channel frame, fast and positive anchorage is assured. No matter what your need, see Ceco, manufacturers of the most complete line of steel and aluminum windows in the USA . . . better engineered, better made and yes—P.S.—priced sensibly. Ceco Steel Products Corporation—offices, warehouses and fabricating plants in principal cities—general offices: 5601 W. 26th St., Chicago 50, Ill.

New Ceco "Series 80" Single-Hung (with fin-trim frame)



**Steel Economy
Basement Windows**
Here are truly engineered basement windows that provide double-contact weathertight anchorage at perimeter. Combining fin and masonry guide assures anchorage. Combination screen and storm window units are available for Economy Windows.

See us at
**Booths No.
87 and 100**
at the
NAHB Show

**CECO
STEEL**

CECO STEEL PRODUCTS CORPORATION
5001 West 26th Street, Chicago 50, Ill.

Please send me complete information about Series 60, 70 and 80 Aluminum Windows.

Please send me complete information about _____ Windows.

Name _____

Position _____

Firm _____

Address _____

City _____ Zone _____ State _____

AB

More Profit with Ideal System



Designed Especially for CONTRACTORS

YOU'LL see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to THE IDEAL SYSTEM COMPANY, 2437 West Pico Boulevard, Los Angeles 6, California.

NOW AT MOST STATIONERS



10 Man-Hours to Set-Up Foundation with Symons Lo-Wall Forms

At its new housing development, Contractors and Builders, Inc. uses Symons Lo-Wall Forms and three specialized crews to keep job moving. One three-man crew erects, two or three men pour and two men strip. It takes 10 man-hours for form erection, 1 1/2 man-hours for pouring, and only three man-hours to strip and move the forms. Foundations vary from 33 x 49 feet to 29 x 57 feet.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue, Dept. A-9, Chicago 39, Illinois

- Send literature; not interested in buying now.
- Send literature, prices and have salesman call.

Name _____

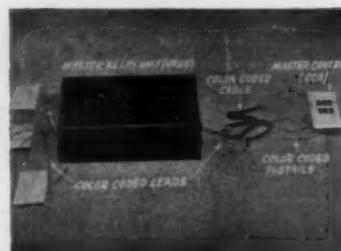
Firm Name _____

Address _____

City _____

Zone _____ State _____

1959 PRODUCT SHOW



Save time and labor

Basic components, made by the Touch-Plate Mfg. Co., have made low-voltage, multiple switching installation easier and faster. Time savers include color coded leads, color coded pigtales, pre-assembled switches. They come in all price ranges. Complete information on the entire line of switching systems from the manufacturer.

► Touch-Plate Manufacturing Corp.
Booth No. 419—Sherman.

Circle No. J163 on reply card, p. 130



Boiler is more versatile

This electric hot-water boiler is adapted for use with a water chiller for year-round air conditioning. Designed for radiant panel, conveyor, baseboard and radiator heating systems. Present hot-water systems (coal, oil, or gas-fired) can be easily converted to its use. Unit is factory-assembled.

► Precision Parts Corp.
Booth Nos. 514, 515—Sherman.

Circle No. J164 on reply card, p. 130

Smart styling emphasized

Design of the new "Space Saver" ventilating hoods emphasizes smart styling and stainless steel, hammered or antiqued copper finishes. All finishes available in 30", 36", 42" and 48" lengths. Cabinet space above hood is free for storage. Finger tip controls provide three-speed selection, operate lights.

► Trade-Wind Motorfans, Inc.
Booth No. 449—Sherman.

Circle No. J165 on reply card, p. 130

HOMES WITH
Shakertown®
GLUMAC
 SHINGLE UNITS



GO UP FASTER!

HOMES WITH
Shakertown®
GLUMAC
 SHINGLE UNITS



GO UP FASTER...COST LESS!

HOMES WITH
Shakertown®
GLUMAC
 SHINGLE UNITS



GO UP FASTER...COST LESS...LOOK BETTER!

Now you can nail down extra profits on every job. Because Shakertown Glumac Units have a *lower applied cost* than any other type of siding, you build a better home for less money. Big easy-to-handle Glumac Units can be nailed over studs or sheathing in less than half the time it takes to apply any other siding. Matching colored nails (furnished) and Jiffy Corners make finishing faster and easier! Produced with special backer board for maximum insulation, nationally-advertised Glumac Units are genuine red cedar shingles pre-stained in 12 colors with real sales appeal. Get all the facts before your next start!

Shakertown®
 CORPORATION



Shakertown Regular, DeLuxe & DeLuxe Jumbo GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS

Send today for
 your free copy of the
 Shakertown Color
 Ideabook



Shakertown Corporation
 Department AB-19
 20310 Kinsman Road • Cleveland 22, Ohio
 Please send me the Shakertown Color Ideabook.

NAME _____
 COMPANY _____
 STREET _____
 CITY _____ ZONE _____ STATE _____



*It's open season
on new
construction business . . .*

with DODGE REPORTS to track down your live prospects

A good nose for construction news is a big asset to any contractor. But you can't hope to corner all your prospects . . . just at the moment they're active . . . no matter how many doorbells you ring or how many rumors you chase.

Dodge Reports lead you straight to in-the-market prospects, so you can concentrate your efforts where they'll pay off.

What are Dodge Reports? They're daily notices — mailed directly to you — telling in advance who is going to build what and where . . . anywhere in the 37 eastern states.

You specify the area and types of jobs you want to cover. Dodge tells you whom to see and when to bid — even who else is bidding — on all phases of construction.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB-19

Send me the book "Dodge Reports—How To Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the markets checked below.

- House Construction General Building
 Engineering Projects (Heavy Construction)

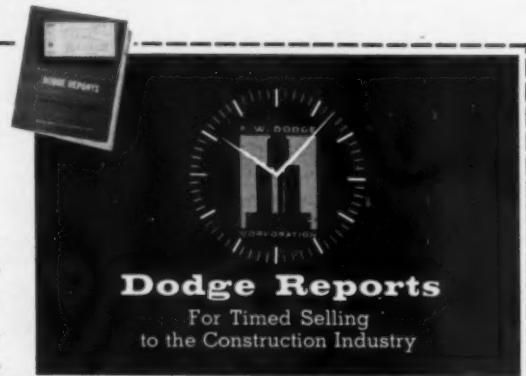
Area _____

Name _____

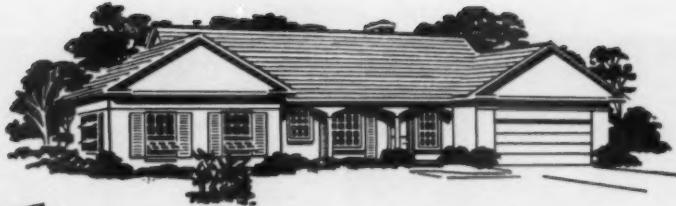
Company _____

Address _____

City _____ Zone _____ State _____



Dodge Reports
For Timed Selling
to the Construction Industry



Bring a new look
to new homes...

NEW

Malta *Town and Country* Windows

...SAVE YOU MONEY WITHOUT LOWERING VALUE

MALTA "Town and Country" is a new, double-awning design created to give builders an economical, first-quality window ... help you build a better house at lower cost. "Town and Country" economy starts with the new design. It gives you all the desirable features of double vent-type windows at a fraction of the cost. Two fully operating sash are set in a single frame. The clumsy center partition rail is eliminated. Sash and mullions are thinner and trimmer. These savings on materials lower your initial cost.

"Town and Country" economy extends through every step of installation. You have only one frame to install. Single units combine easily into doubles and triples for unusual, low-cost window effect. A continuous casing around the inside of multiple units eliminates the need for a stop or stool, thus reducing materials, installation time and finish work costs.

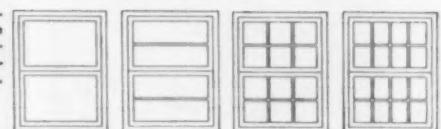
"Town and Country" features that help you save, also help you sell. Two independently operating sash open fully, permit up to 100% ventilation. Elimination of the clumsy center partition rail improves appearance, gives clear, unobstructed visibility. And the thin, trim sash and mullions bring charm and beauty...light, airy appearance...pleasant living and comfort to every house you build.

Precision milled from first quality Ponderosa Pine. Malta preservative treated for protection against water, weather, termites. Materials and factory workmanship unconditionally guaranteed.

Member Ponderosa Pine Woodwork
Assn. and N.W.M.A.



100% VENTILATION...UNOBSTRUCTED VISIBILITY. Malta "Town and Country" design is a single frame, double-awning wood window with two fully operating sash — and no clumsy center partition rail to spoil appearance, obstruct visibility, reduce ventilation.



FULL RANGE OF SIZES and light variations to fit in with every architectural styling. Economy units available with fixed upper sash and operating lower sash.

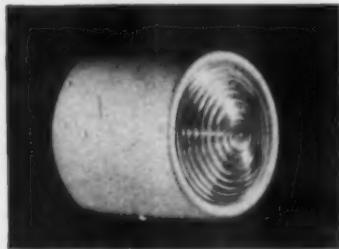
Supreme Quality Since 1901

THE MALTA MANUFACTURING CO.
Malta, Ohio



**Parade of new products,
new ideas at the Coliseum**

USE REPLY CARD, P. 130, FOR FREE INFORMATION



Built-in safety item

Inexpensive electronic principle now brings convenience and safety for the home. Switch-A-Light mounts easily on garage wall at headlight level. The beam from your auto headlights automatically turns on overhead, yard or patio light.

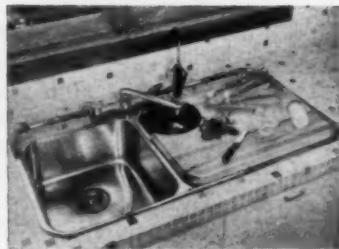
► Osoco Manufacturing Co.
Booth No. 912—Coliseum.
Circle No. J166 on reply card, p. 130



Save with 8½" wall tile

The new "Futura" wall tile by Mira-plas is 8½" square. Offers advantages to builders. It will cut installation costs with 75% less tile to handle, cut and install. Is easier to clean. Has less seams to grout. It comes in choice of 8 colors.

► Miraplas Tile Co.
Booth Nos. 914-915—Coliseum.
Circle No. J168 on reply card, p. 130



Off-center drain funnel

Stainless steel sink features 8" funnel directly under faucet. The Disposo-Well is specially equipped with exclusive Redi-Rim which makes the sink and rim one integral unit. Shown with a removable wooden cutting board attachment.

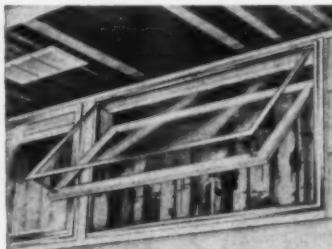
► Lyon Incorporated.
Booth Nos. 739-740—Coliseum.
Circle No. J170 on reply card, p. 130



Cleaning can be built-in

The Holt Whirlwind Silent Cleaning System can be built-in to new or older homes. Power unit is permanently in garage, basement or other handy spot so heavy-duty commercial vacuum unit is used. 7-8 times more cleaning power.

► Holt Manufacturing Co.
Booth No. 911—Coliseum.
Circle No. J167 on reply card, p. 130



Conceal old-style windows

Sparkling aircraft aluminum awning storm window completely covers single or multiple awning primary window and frame areas. Complements any style architecture . . . never needs paint. Cuts fuel costs by use of weather-stripping.

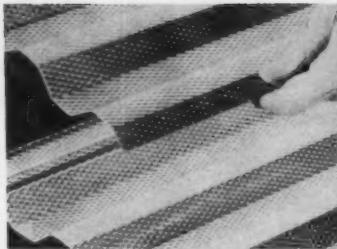
► Alsco, Incorporated.
Booth No. 966—Coliseum.
Circle No. J169 on reply card, p. 130



Re-usable film enclosure

"Visqueen" film enclosure forms a transparent, waterproof barrier—shuts hostile weather out, lets light in. Equipment and machinery thus protected on the job site insures year-round construction with no slowdown. In seamless widths.

► Visking Company.
Booth No. 879—Coliseum.
Circle No. J171 on reply card, p. 130



Advanced building material

Versatile, new aluminum roofing-siding material is embossed with glare-diffusing diamond pattern. "Flat top" rib surface provides decorative look plus extra load bearing strength. This sheet size affords 48" coverage after lapping.

► Kaiser Aluminum.
Booth No. 854—Coliseum.

Circle No. J172 on reply card, p. 130

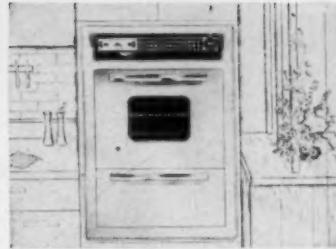


Pool is completely equipped

The largest of three standard rectangular Esther Williams swimming pools measures 20'x40'. Built of reinforced concrete, they are said to be the only completely-equipped pools on the market. Other sizes are 30'x16' and 18'x36'.

► International Swimming Pool Corp.
Booth No. 882—Coliseum.

Circle No. J175 on reply card, p. 130

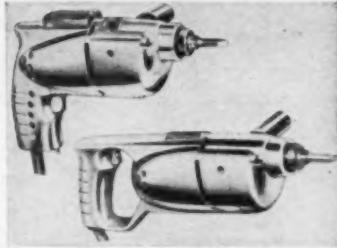


Double-glass oven doors

Modern cooking miracles are made easier with new Dixie built-in oven. Special features include automatic clock-control, adjustable drop-front broiler, fiberglass insulation and double-glass oven doors. Modern rotisserie kit is optional.

► Dixie Products, Incorporated.
Booth Nos. 861-862—Coliseum.

Circle No. J178 on reply card, p. 130



Driver-drill, first of kind

Unique, new two-way power tool is high-torque screwdriver which converts to a $\frac{3}{8}$ " drill by the flick of "Quick-Change" drill chuck. Reversing switch so located it cannot be engaged while tool is in operation. Choice of saw or pistol grip.

► Millers Falls Co.
Booth No. 961—Coliseum.

Circle No. J173 on reply card, p. 130



Striking laminates offered

Highlighting the '59 line of Pionite lifetime laminates is the mahogany wood-grain shown above. It comes in a selection of brown, platinum and nutmeg. Also, offered for the first time is the "oriental" pattern, Grasscloth. Many other patterns and colors available.

► Pioneer Plastics Corp.
Booth Nos. 807-808—Coliseum.

Circle No. J176 on reply card, p. 130

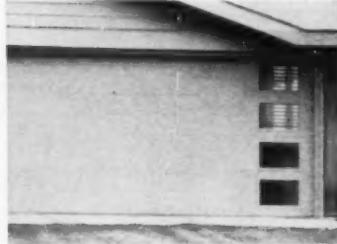


Watertight seal insured

The "Mirarim" is a self-rimmed sink bowl which features the "Slide-Lock" system. It is said to install fast and easily and assure a smoother fitting watertight seal. Stainless steel finish blends with every decor. Other sink styles in stainless available.

► Elkay Manufacturing Company.
Booth Nos. 734-735—Coliseum.

Circle No. J179 on reply card, p. 130



Garage door has pattern

Panels in the Marvel-Lucent plastic panel garage door are weather resistant and virtually shatterproof. North-by-Northeast pattern is available against a choice of three color backgrounds—crystal spray, aqua green, citron yellow.

► Crawford Door Company.
Booth Nos. 833, 864—Coliseum.

Circle No. J174 on reply card, p. 130



Concrete is good insulator

A combination of high-insulating value with high strength is the claim made for Betocel, a cellular insulating concrete made by the Reflectal Corp. Material has compressive strength of up to 1300 p.s.i. Can be poured immediately, levelled in one pass.

► Borg-Warner Corp.
Booth Nos. 712-722—Coliseum.

Circle No. J177 on reply card, p. 130



Toilet is wall-hung

Called the "Clearflor" series, this line of close-coupled toilets is designed to be wall hung. It can be used with either a regular water tank, or the non-sweating "Dri-Tank". Very easily installed in a standard wall. Details from the manufacturer.

► Chicago Pottery Co.
Booth No. 775—Coliseum.

Circle No. J180 on reply card, p. 130

1959 PRODUCT SHOW: AT THE COLISEUM



Sinks match range

Caloric is manufacturing sinks color-coordinated with the company's built-in ranges. The units come in pastel shades, coppertone, and black and white. They can be mixed or matched. Both double- and single-bowl sinks are available.

► Caloric Appliance Corp.
Booth Nos. 791-792—Coliseum.

Circle No. J181 on reply card, p. 130

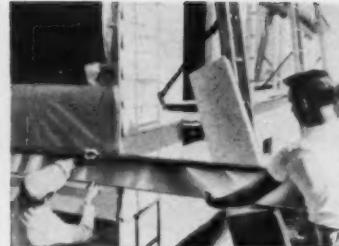


Softener regenerates itself

This automatic water softener, new home aid, needs no attention on the part of the homeowner once it is installed. It regenerates itself at night when the water system is not in use. The system meets FHA requirements. Takes up little space.

► Culligan, Incorporated.
Booth Nos. 723-724—Coliseum.

Circle No. J184 on reply card, p. 130



Colored siding panels

Aluminum lap siding panels for use in new home construction or remodeling are available in 12' size, 6" long with 8" weather exposure and require very little maintenance. Panels are available in white and four pastel colors.

► Wisco, Incorporated.
Booth No. 980—Coliseum.

Circle No. J187 on reply card, p. 130

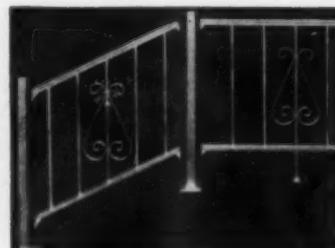


Maximum strength assured

Exclusive overlap-interlocking prevents twisting of panel in new easy-to-install DorWALS. Features include automatic alignment of out-of-square installation by "deep baffle" jamb sections, plus many others. Available in complete range of sizes.

► Acorn Aluminum Products Co.
Booth No. 946—Coliseum.

Circle No. J182 on reply card, p. 130



Railing now pre-assembled

Aluminum railing is now available in pre-assembled, pre-packaged sections as well as individual custom, factory-made jobs. Sections can be used individually or joined to make up any length for porch, patio or steps. Available in various lengths.

► National Aluminum Products Co.
Booth No. 868—Coliseum.

Circle No. J185 on reply card, p. 130



Overhead garage door

A seven-section, all-steel, over-head-type, residential garage door is one of the line of Roly-Doors offered by Morrison Steel. "The Regent" comes in 8' to 16' widths, in 6½' to 7' heights. Larger doors are reinforced. All operate smoothly.

► Morrison Steel Products, Inc.
Booth No. 884—Coliseum.

Circle No. J188 on reply card, p. 130



Serves as rotisserie

A built-in oven and flush four-burner cluster surface unit has recently been produced. The gas range features smooth-finished surface, and easily removable parts. Provides extra work space. The unit is just one of seven models offered.

► Geo. D. Roper Sales Corp.
Booth Nos. 829-830—Coliseum.

Circle No. J183 on reply card, p. 130

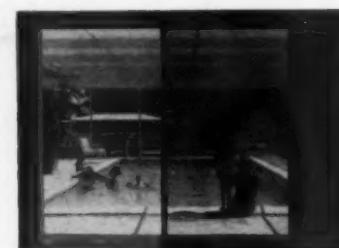


New break-back form tie

Called the "PlastiCone," a new break-back form tie is designed to provide a positive break-off 1" to 1½" back from the concrete surface. Key to the device is a polyethylene cone which is inserted in each end of the tie. Simplifies whole operation.

► Gates & Sons, Inc.
Booth Nos. 710-711—Coliseum.

Circle No. J186 on reply card, p. 130



Color is not affected

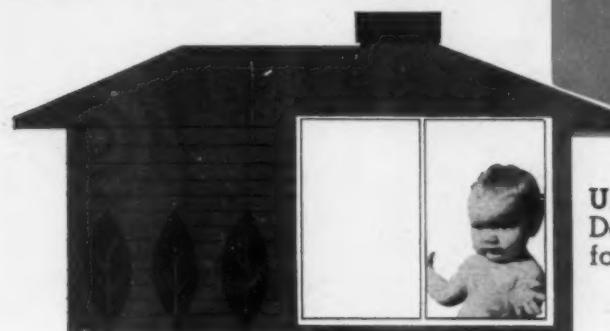
Even in direct sunlight, gray glass is suited for large glass-expanses areas. Discomforting glare and heat are eliminated. Does not affect color tones. Pictured above is curtain wall appearance of aluminum sections and gray glass.

► American Window Glass Div.
Booth No. 725—Coliseum.

Circle No. J189 on reply card, p. 130

Reply card, p. 130, for more information

Water-tight . . . the fish said "Yes"—Capri Sliding Glass Doors are Water-tight!



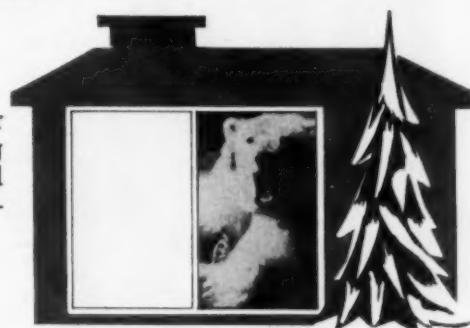
Unhanded . . . the baby said that Capri Doors may be Right or Left Sliding . . . before, during or anytime after installation!



Low Priced . . . A Scotty always stands for economy but Capri adds quality too!



Hardware . . . a beautiful girl for our beautiful "Crown" handle, the most luxurious sliding glass door hardware in the nation!



Low Cost Dual Glazing . . . the polar bear symbolizes the all-weather insulating qualities of our "CAVALIER" for $\frac{5}{8}$ " dual glazing—and of our deluxe Capri "CONTINENTAL" for 1" dual glazing!

Five
Important
Reasons to
Buy—Sell—
Specify
Install

Capri
ALL ALUMINUM
SLIDING GLASS DOORS

Write for additional information and specifications
on Capri Sliding Glass Doors

MEMBER: Sliding Glass Door and Window Institute

IN CANADA: Pilkington Glass Ltd., 165 Bloor St. East, Toronto, Ont.

T. V. WALKER & SON, INC. 217 N. Lake St.—Burbank, Calif.

Please send information on: Capri CADET Capri CAVALIER
Capri CONTINENTAL Complete line

Dept. AB-19

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEW WIRING DEVICES

FROM Rodale



Touchette®

422



First and still the best. Only patented single-button touch action switch on the market. Measures just 1" in depth for fast, simple installation. UL listed. CSA approved. U.S. Pat. No. 2,820,113

COMBINATION DEVICES

470



Single pole switch and "T" slot receptacle independent of each other on same circuit, or receptacle can be controlled by switch. UL listed.

NIGHT LIGHT

993



Practical, easy-to-operate safety light. With or without switch. Ideal for residences, hospitals, theaters, hotels, commercial buildings. UL listed.

3-WIRE DUPLEX RECEPTACLE

572



Heavy duty bakelite with "U" shaped slot for ground blade. Accommodates 2-wire standard or polarized caps as well as 3-wire ground-ing type caps. UL listed. CSA approved.

DUPLEX SWITCH

471



Two single pole switches on same circuit. Each switch controls independent light. UL listed. CSA approved.

SWITCH & PILOT LIGHT

472



Single pole switch can be wired to control pilot light with indicating on or off, or pilot light can be controlled by switch. UL listed. CSA approved.

To Give You Merchandising "Plus" For The Convenience Minded Buyer

It's the "extras" that count! And the new Rodale wiring devices, designed with convenience in mind, will put the plus factor into your homes.

You'll find a complete line of wiring devices for just about any job—all scaled low in price to give you a better profit picture.

contact your electrical wholesaler for information and prices or write:

warehouses in Chicago and Los Angeles - representatives in all principal cities



Rodale

manufacturing co., inc.
dept. A19, Emmaus, Pa.

1959 PRODUCT SHOW: COLISEUM

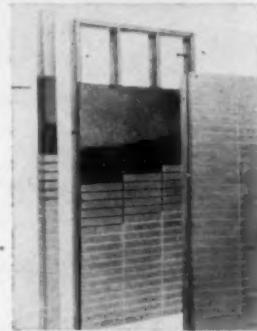


Filter gives clear water

A Diatomite pressure unit, the Suburban, is a new filter for the pool. Model 207 has 60 sq. ft. of filtering surface and occupies 9 sq. ft. of base space. Model 206 with 35 sq. ft. of filtering surface is for smaller swimming pool installations. Information on the complete line of filters is available.

► Roman Filter Corporation,
Booth No. 929—Coliseum.

Circle No. J190 on reply card, p. 130



Brick is prefabricated

This new masonry component will enable three men to erect the walls of a three-bedroom, brick-veneered house in less than 90 minutes. The component is 4' by 8' in size, and includes studs, insulation board, and nailed-on brick veneer. Comes to the job prefabricated, caulked, and finished.

► Redibrik Industries, Inc.,
Booth No. 944—Coliseum.

Circle No. J191 on reply card, p. 130

Versatile wall covering

A new semi-rigid vinyl sheeting for wall surfacing has adhesive-coated back. The "how-to" with this product merely requires removing its back-protective paper then applying "Clad-on" to the wall to be covered. This wall covering comes in a wide color selection. Makes possible many room applications.

► Masland Duraleather Co.,
Booth No. 846—Coliseum.

Circle No. J192 on reply card, p. 130

The ageless beauty of two ancient Chinese symbols inspires two new Schlage escutcheon designs, the Ming and the Shou. They are crafted to complement the increasingly popular Oriental-modern decorating trends of today — another contribution to lock beauty from

SCHLAGE



MING DESIGN
SHOWN ABOVE

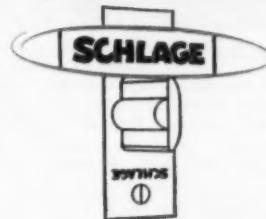
SHOU DESIGN
AT RIGHT



See these two additions to Schlage's beauty-line at the

N · A · H · B
CONVENTION
BOOTH 127

SCHLAGE LOCK COMPANY
San Francisco • New York • Vancouver, B.C.



AMERICA'S MOST DISTINGUISHED LOCK BRAND

JANUARY 1959

189

1959 PRODUCT SHOW: AT THE COLISEUM



Vapor barrier dispenser

Kordite polyethylene roll film is now available in widths up to 40' and is conveniently packaged in a patented dispensing carton that allows the builder to pull out just the right amount of film that he needs for that vapor-barrier job.

► Kordite Corp.
Booth No. 927—Coliseum.
Circle No. J193 on reply card, p. 130



New no-paint siding

This new aluminum siding has a vinyl finish on both sides that requires no painting and weathers 50% longer. Siding is lock-up type; has concealed weep holes; elongated nail holes, pre-notched ends and inter-locking outside corners.

► Hastings Aluminum Products, Inc.
Booth No. 897—Coliseum.
Circle No. J196 on reply card, p. 130



For outdoor cooking

The Hasty Bake "Fiesta King" built-in charcoal range controls heat, smoke, flavor and flames with a cooking hood. Flavor held in while cooking. Grills hidden when not in use. Length: 30"; width: 21½"; height: 34"; hood depth: 14".

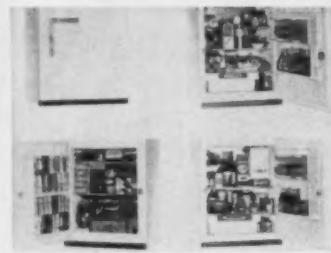
► Hasty Bake Mfg. Co., Inc.
Booth No. 982—Coliseum.
Circle No. J199 on reply card, p. 130



Shows complete kitchen

A completely cabined kitchen with everything built in except the washer and drier is shown by Wood Metal Industries. The cabinets are of the Wood-Mode line. In this kitchen the new finish for '59 which they carry is called "limed oak."

► Wood Metal Industries, Inc.
Booth Nos. 750-753—Coliseum.
Circle No. J194 on reply card, p. 130



Units are recessed

This pair of appliances is called the "Recessed Twins." They consist of a 7.4 cu. ft. refrigerator and a 6.0 cu. ft. food freezer. Each unit is 34½" in height, 28" wide, and 24" deep. Can be installed stacked vertically, under counter or in wall.

► Quicfrez, Incorporated.
Booth No. 939—Coliseum.
Circle No. J197 on reply card, p. 130



Plastic panels are versatile

The number of applications for fiber-glass reinforced plastic panels have been growing each year. The photo above shows how flat panels are used to make a striking enclosure for entry court and for a translucent window wall.

► Filon Plastics Corporation.
Booth No. 932—Coliseum.
Circle No. J200 on reply card, p. 130



Sinks and counter tops

A complete line of stainless steel sinks and counter tops are offered in both built-to-measure and standard size models. Sinks are available in single bowl with single or double drainboard or double bowl with double drainboard to suit space.

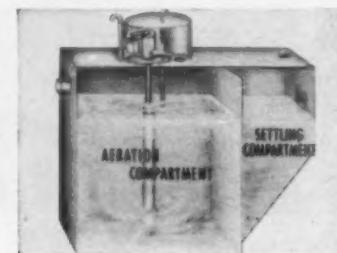
► Just Manufacturing Co.
Booth Nos. 805-806—Coliseum.
Circle No. J195 on reply card, p. 130



Furniture in the bathroom

The dimensional design of modern furniture applied to his-and-hers vanity sets a new trend in the bathroom. High pressure laminates in a range of decorator colors surface the plastic cabinets. A choice of styles and sizes to suit individual tastes.

► Dimensional Kitchens.
Booth Nos. 747-749—Coliseum.
Circle No. J198 on reply card, p. 130



Single-home sewage plant

This miniature sewage-treatment plant is designed to handle all modern kitchen and laundry appliances. It has either a concrete or steel tank. Cost of this small, yet efficient plant is said to be comparable to that of a good septic tank system.

► Yeomans Brothers Co.
Booth No. 873—Coliseum.
Circle No. J201 on reply card, p. 130

**new
design
for '59**

Jamaica

IN AMERICA'S FINEST LOW-COST RESIDENTIAL LOCKSET[®]

...LOCKWOOD'S famous "R" Series



JAMAICA Design with matching trim plate and 5-inch backset

JAMAICA Design with plain knob for passage doors

JAMAICA Design with pushbutton for bath, bedroom and entrance functions

JAMAICA Design with turnbutton for sets with locking functions



See JAMAICA and other new LOCKWOOD products at the NAHB Show in Chicago—Booth 488-489, Hotel Sherman.

A sparkling new touch of beauty has been added to the finest lockset in the low-cost residential field. The new JAMAICA Design — the bright new design for '59 — is a Lockwood "exclusive".

Inspired by the delicate, sculptured contours of the famous steel drums of the Caribbean, JAMAICA provides new visual appeal for every door in the house ... new saleability for every house.

Beauty, of course, is only one feature of a lockset. Bear in mind **only** LOCKWOOD "R" Series gives you ALL these features:

- **Extra Strength** — knobs are reinforced
- **Extra Security** — bolt has extra-long throw
- **Enduring Security** — solid brass 5 pin cylinder
- **Steel Mechanism** — case-hardened retractor
- **Concealed Thru-Bolts** — piloted bolt sleeves
- **Self-Adjusting** — equalized knob projection
- **Choice of Operation** — by turn or pushbutton
- **Panic-Proof** — inside knob is never locked
- **Friction-Free Nylon Belts** — for interior door locks and latches (optional)

LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.

Mr. Builder..for 1 home or 10,000 THERE'S A YEOMANS LOW-COST SEWAGE TREATMENT SYSTEM



For SINGLE Homes
CAVITETTE®
Miniature "City Type" System



For 10 or MORE Homes
CAVITATOR®
Full Scale "City Type" Plant

Easier to Finance at Prime Rates
Because They Are Fully Approved

- 1 Banishes septic tanks.
- 2 Eliminates health hazards.
- 3 Opens up low-cost land.
- 4 Qualifies for federally insured home loans.
- 5 Increases loan value of homes.
- 6 No unpleasant odors, no clogging, no backup.
- 7 Handles waste from garbage disposers, detergents from automatic washers, ALL modern home appliances.
- 8 New selling feature for countryside homes gives faster turnover at better price.
- 9 Service policy with dealers prevents call backs.
- 10 Operates in all climates.
- 11 Installs fast.
- 12 Models for all home sizes.
- 13 Completely warranted by manufacturer and installer.
- 14 Nationwide sales and service network.

Cavitette® and Cavitator®
are registered Yeomans
trademarks

YEOMANS

Specialists for 60 Years in Sewage Handling
2006-6 N. Ruby Street, Melrose Park, Illinois



ALL YOU NEED
TO KNOW ON
HOME SEWAGE
DISPOSAL

Published especially for builders, this fast-reading book contains the solution to any problem you might meet in home sewage disposal. Covers single-home systems, central plants, temporary facilities, connection to municipal lines, different types of terrain, lift stations, and health considerations. For one to 100 homes. Not technical. Forty pages full of helpful illustrations. Fill out this coupon for your free copy of "The Homebuilder's Guide to Effective Sewage Disposal."

Yeomans Brothers Co.
2006-6 N. Ruby St., Melrose Park, Ill.
(Suburb of Chicago)

Name _____
Title or Business _____
Company _____
Street _____
City _____ Zone _____ State _____
No. of Homes Planned _____

TG-588

1959 PRODUCT SHOW: COLISEUM

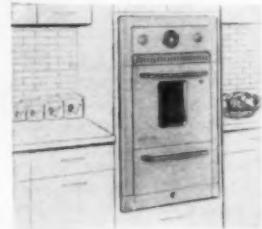


Bench-table folds away

Here's a compact folding bench and table combination for crowded kitchens. Designed to use wall space instead of floor area, it seats four, folds down in 15 seconds, folds up into its own storage compartment. Constructed of sturdy steel. It's a real space-saver item for small areas.

► Lau Blower Company,
Booth Nos. 732-733—Coliseum.

Circle No. J202 on reply card, p. 130



Ovens offer variety

Built-in ovens are available in gas or electric models. Gas units feature a lower broiler. Electric models come with or without lower broiler. All ovens, known as "Suburbanette," are available in either stainless steel or porcelain enamel.

► Samuel Stamping & Enameling Co.,
Booth Nos. 763-764—Coliseum.

Circle No. J203 on reply card, p. 130

New type facing strips

Non-staining lead facing strips on overhanging eaves of modern home are made from new 3-pound hard-lead sheets. The installation also doubles as a gravel stop. This new product is designed for contemporary home-builders' use. Data from the manufacturer.

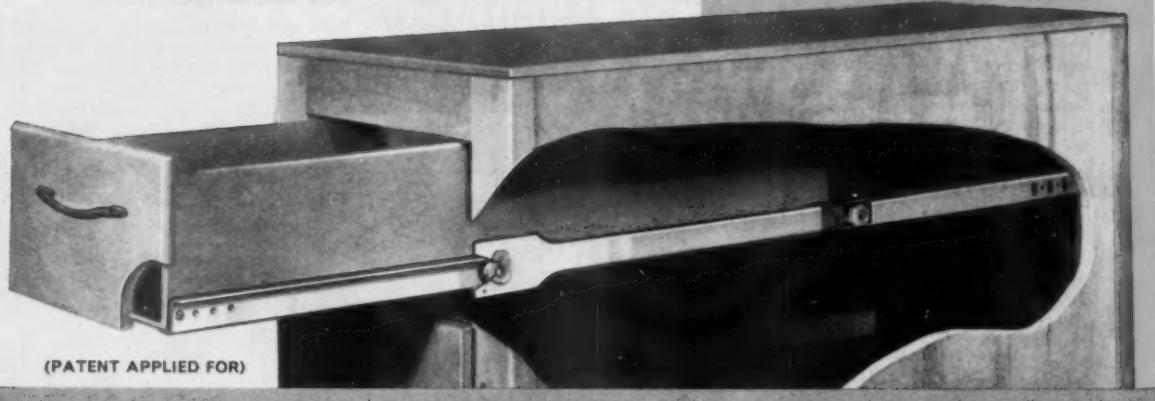
► Lead Industries Ass'n.
Booth Nos. 772-773—Coliseum.
Circle No. J204 on reply card, p. 130

NEW DRAWER SLIDE

- * top-quality
- * low-cost
- * easy to apply

by **Amerock**

- SIDE MOUNTING
- WILL CARRY UP TO 50-LB. LOAD



(PATENT APPLIED FOR)

EASY TO INSTALL—Self-aligning . . . formed lips of drawer tracks fit along underside of drawer . . . eliminate measuring and leveling. Curved lip of the drawer track gives added reinforcement to drawer rails. Cabinet tracks mount on bottom rail flush with drawer opening. Each slide fastens with only four screws. Slotted screw holes in cabinet tracks permit easy adjustment. Only $\frac{1}{2}$ inch clearance required on each side for installation. Height of opening is just $\frac{1}{4}$ inch more than the height of drawer. Drawer tracks provide automatic centering action for free rolling and greater variations in application.

EASY TO USE—Graphite-treated nylon rollers provide quiet action, easy operation, and are self-lubricating. Heavy-gage steel tracks are heavily zinc-plated with golden finish for high rust resistance. Drawer automatically stops with back of drawer 3 to 5 inches from opening, depending on length of slide.

EASY to INSERT and REMOVE DRAWER—Drawer tracks project $1\frac{1}{8}$ inches behind back of drawer . . . require less clearance and make it easier to insert or remove drawer from cabinet. This permits drawer to be inserted and removed by tipping to just a slight degree . . . minimizes amount of clearance between top of drawer and drawer opening. Drawer removed easily for cleaning.

Ask your Amerock wholesaler

Amerock CORPORATION
Dept. AB 91 • Rockford, Illinois

SEE IT AT NATIONAL ASSOCIATION OF HOME BUILDERS EXPOSITION BOOTH 506-507

LENGTH FROM $16\frac{1}{2}$ " to 24"—Standard lengths are 18, 20, 22, and 24 inches. Slotted holes at $\frac{1}{2}$ -inch intervals make it easy to cut hardware to desired length, providing range of sizes from $16\frac{1}{2}$ " to 24 inches. (See chart below.)

Can Be Cut to These Lengths						
Catalog Number	Length of Cabinet Tracks	Length of Drawer Tracks	"Length of Drawer	Cabinet Tracks	Drawer Tracks	"Drawer Length
C-4018-35	18"	17 $\frac{1}{2}$ "	16 $\frac{1}{4}$ "	17 $\frac{1}{2}$ " 17" 16 $\frac{1}{2}$ " 16"	17" 16 $\frac{1}{2}$ " 16" 14 $\frac{1}{4}$ "	15 $\frac{1}{4}$ " 15 $\frac{1}{2}$ " 14 $\frac{1}{4}$ "
C-4020-35	20"	19 $\frac{1}{2}$ "	18 $\frac{1}{4}$ "	19 $\frac{1}{2}$ " 19" 18 $\frac{1}{2}$ " 18"	19" 18 $\frac{1}{2}$ " 18" 16 $\frac{1}{4}$ "	17 $\frac{1}{4}$ " 17 $\frac{1}{2}$ " 16 $\frac{1}{4}$ "
C-4022-35	22"	21 $\frac{1}{2}$ "	20 $\frac{1}{4}$ "	21 $\frac{1}{2}$ " 21" 20 $\frac{1}{2}$ "	21" 20 $\frac{1}{2}$ " 20"	19 $\frac{1}{4}$ " 19 $\frac{1}{2}$ " 18 $\frac{1}{4}$ "
C-4024-35	24"	23 $\frac{1}{2}$ "	22 $\frac{1}{4}$ "	23 $\frac{1}{2}$ " 23" 22 $\frac{1}{2}$ "	23" 22 $\frac{1}{2}$ " 22"	21 $\frac{1}{4}$ " 21 $\frac{1}{2}$ " 20 $\frac{1}{4}$ "

*Drawer length from inside front lip to back edge of drawer.

PRICES and SHIPPING WEIGHTS

Catalog No.	Retail Value	No. Per Carton	No. Per Case	Shipping wt.
C-4018-35	\$2.20 Pair	1 Pair	10 Pair	12 $\frac{1}{4}$ lb
C-4020-35	\$2.30 Pair	1 Pair	10 Pair	15 $\frac{1}{2}$ lb
C-4022-35	\$2.40 Pair	1 Pair	10 Pair	20 $\frac{1}{4}$ lb
C-4024-35	\$2.50 Pair	1 Pair	10 Pair	23 lb

BULK PACK

"CM"—100 to 500 pairs—deduct 20¢ per pair retail value

"IP"—500 pairs or more—deduct 40¢ per pair retail value

No. E-4011-35 ADAPTER FOR END MOUNTING

Where cabinet construction requires mounting cabinet tracks to back of cabinet, C-4011-35 Drawer Slide Adapter can be used. One pair in envelope complete with screws; 10 pair in shipping case weigh $2\frac{1}{4}$ lb. Golden Zinc-plated, finish.



1959 PRODUCT SHOW: AT THE COLISEUM



Griddle top drops in

A new-type electric griddle-top unit is only 3" deep. Time-saving installation requires just one cut-out in the countertop—allowing use of all drawer space below. Stowaway cover turns griddle top into useful work area. Burners are of varied size.

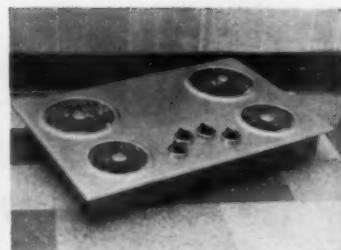
► Tennessee Stove Works
Booth No. 239—Hilton, at Coliseum, 780.
Circle No. J205 on reply card, p. 130



Packaged chimneys cost less

The new McQuay packaged chimney is precision engineered, is suitable for all fuels. Has a 7" stainless steel flue with aluminized steel interliner and outer casing; has stainless steel tension spring spacers for safety, strength and durability.

► McQuay Incorporated,
Booth No. 930—Coliseum.
Circle No. J208 on reply card, p. 130



Gas unit installs quickly

New gas 4-burner surface unit has controls on side or top and may be obtained with or without thermal eye control. Burners and bowls are removable. The surface is of brushed chrome with porcelain enamel cast-iron grids and burner heads.

► Gray & Dudley Co.
Booth No. 811—Coliseum.
Circle No. J211 on reply card, p. 130



Medicine cabinet is safer

This fluorescent-lighted medicine cabinet has a built-in poison lock box. Dangerous drugs can be stored and locked away. Cabinet also features quiet Glide-Lok combination door stop and catch, and stainless-steel mirror frame.

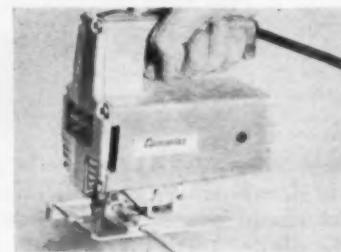
► The F. H. Lawson Co.
Booth No. 956—Coliseum.
Circle No. J206 on reply card, p. 130



Cabinets made of hardwood

All doors and drawer fronts in I-XL's kitchen cabinets are $\frac{3}{4}$ " solid core double-face hardwood. Features include safety drawers that can't be removed accidentally, doors that open and close at the touch of a finger. Fit flush.

► I-XL Furniture Company.
Booth Nos. 781-786—Coliseum.
Circle No. J209 on reply card, p. 130



Saw has five-in-one features

Combining in one tool all the features of a rip saw, band saw, keyhole saw, hack saw and scroll saw, the Sabre-jig saw breezes as easily through metal (with the proper blade) as it does through 2" dressed lumber, plywood or plastics.

► Cummins Portable Power Tool Co.
Booth No. 887—Coliseum.
Circle No. J212 on reply card, p. 130



Adhesives for ceramic tile

New ceramic tile adhesives (Nos. CTA-50, CTA-20) are designed for installing ceramic tile over gypsum wallboard, finish coat plaster, painted plaster, concrete or almost any sound, smooth surface. Both have excellent water resistance.

► Minnesota Mining and Mfg. Co.
Booth No. 964—Coliseum.
Circle No. J207 on reply card, p. 130



Features high-lift bucket

New John Deere "440" crawler and 831 heavy-duty loader has a high-lift bucket with a 1-yard heaped capacity. Bucket has a 35-degree rollback at ground level, a full-height dumping angle of 65 degrees. High seat gives better view.

► John Deere Industrial Div.
Booth Nos. 842-844—Coliseum.
Circle No. J210 on reply card, p. 130



"New-look" storage units

A new contemporary-designed line of storage components, described as having a "furniture look", is offered by Mutschler Brothers. Called the "Series 700," the new line was designed by Paul McCobb, well-known furniture designer.

► Mutschler Brothers Co.
Booth Nos. 798-799, 822-823—Coliseum.
Circle No. J213 on reply card, p. 130

MOE Light[®] ANNOUNCES

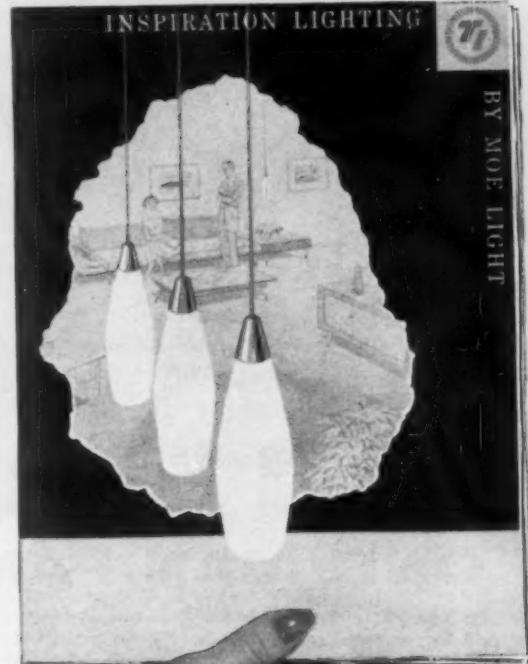
**SENSATIONAL new 1959 Lighting Guide
and Fixture Catalog!**
STUNNING new fixtures!

LIGHTING IDEAS
TO HELP SELL
MORE HOMES...
FASTER!

52 PAGES
IN FULL COLOR.
*The most dramatic
lighting fixture catalog
ever produced.*

- Newest Lighting Ideas
- Dramatic Feature Fixtures
- Facts on CIL Lighting
- Easy Guide to Fixture Selection

SEND FOR FREE
COPY TODAY!



THOMAS INDUSTRIES INC.

MOE LIGHT DIVISION

Executive Office: 410 S. Third St.,
Louisville 2, Kentucky, Dept. AB-1



THOMAS INDUSTRIES, INC.

Moe Light Division • 410 S. Third St., Louisville 2, Ky., Dept AB-1

Send copy of new 1959 MOE Light Lighting Guide and
Fixture Catalog.

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME OF INDIVIDUAL _____

VISIT THE MOE LIGHT NAHB EXHIBIT SPACE 445—SHERMAN HOTEL, CHICAGO

1959 PRODUCT SHOW: AT THE COLISEUM

Hot-water heating system

New zone-controlled, forced hot-water baseboard heating system now assures living comfort at little or no increase in installed cost. The zone-control package works by distribution of heat where needed and only when needed. It can double the effective living space in the home.

► Edwards Engineering Corp.
Booth No. 774—Coliseum.

Circle No. J214 on reply card, p. 130

Hood uses no ducts

No-duct range hood, a new kitchen convenience from Major Industries requires no ducts, louvers or vents. Is easily installed in less time than conventional hood. Nautilus No-Duct range hood comes in three basic models, various sizes and colors are available.

► Major Industries Inc.
Booth No. 901—Coliseum.

Circle No. J215 on reply card, p. 130

Improves outdoor living

Improvements such as patios, barbecues, swimming pools and garden walls, built of economical, long-lasting concrete, add to indoor-outdoor living. Portland Cement Association offers concrete masonry ideas in its colorful catalog.

► Portland Cement Assn.
Booth No. 883—Coliseum.

Circle No. J216 on reply card, p. 130

PIONEERS IN DRY-WALL CONSTRUCTION



The new "4-in-1"
Weatherproof HOMASOTE

ONE-MAN PANEL

- For sheathing • For ceilings
- For exterior and interior wall finish

For striking new decorative effects—indoors and out—and for an easy-to-handle sheathing material—here is a many-purpose building material in a wholly new form.

These 2' x 8' panels are $\frac{1}{2}$ " thick, V-grooved on both edges and end-matched. This is the only end-matched $\frac{1}{2}$ " insulating panel.

For walls—apply them horizontally or vertically. For ceilings—over or under the beams. End-matched means the

ends need not all be supported by joists, beams or rafters—therefore there is almost no waste. The asphalt-free, "linen-surface" panels take any paint or stain. Along with fine appearance, the building gains in structural strength, insulation value and moisture-resistance. This weatherproof material also has sound-deadening qualities beyond those of any but true acoustical boards.

Mail the coupon for full details on this and other Homasote building materials. All are money-savers.



Send the literature and/or specification data checked:

- | | |
|--|---|
| <input type="checkbox"/> One-Man Panels | <input type="checkbox"/> Exterior Finishes |
| <input type="checkbox"/> Wilson Air-Flo Ceilings | <input type="checkbox"/> "48" Roofing |
| <input type="checkbox"/> Roof Deckings | <input type="checkbox"/> Homasote (72-pg.) Handbook |

Name.....

Address.....

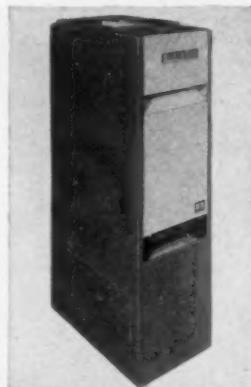
City..... Zone..... State



HOMASOTE

COMPANY

Trenton 3, New Jersey
Homasote of Canada, Ltd.
224 Merton St., Toronto 12, Ontario



Engineered for efficiency

Gas-fired "Sleekline Hi-Boy" furnace is compact enough to fit into closet. Front can be painted, if desired. Subsonic blowers, capacities from 64,000 to 128,000 BTU output, offer maximum-heated air movement. A ribbon burner insures quiet operation.

► Heil-Quaker Corp.
Booth No. 824—Coliseum.

Circle No. J217 on reply card, p. 130



Disposer handles big loads

Designed to handle extra-heavy loads of food waste, this garbage disposer unit is powered by a $\frac{1}{2}$ -horsepower motor. It features both continuous feed and lock-cover operation, and has a five-year warranty.

► In-Sink-Erator Mfg. Co.
Booth No. 869—Coliseum.

Circle No. J218 on reply card, p. 130

What will a prospect pay for confidence?



To take on a mortgage the size of a house, a man needs confidence. Conspicuous use of copper can help you give him that confidence.

Thirty years ago a builder knew most of his customers personally. But today he sells more houses to more people — many of them new to the community. Therefore, the houses themselves must do more of the selling job. But how can a prospect judge a house? Often he just doesn't understand subtle construction differences, and a lot of them he can't see anyway.

There's one thing, though, that he can see and does trust — copper. He remembers how his Dad proudly insisted on copper flashing, gutters and downspouts; and he's probably learned from

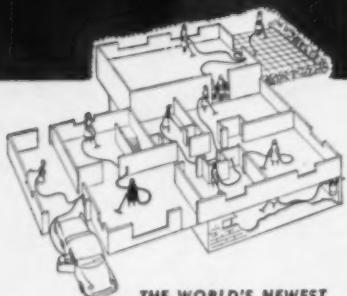
his own painful experience about rustable plumbing. When he sees copper water lines, drainage systems, heating lines, flashing, gutters and downspouts built into a house, he feels pretty safe in assuming that the unseen construction is of similar quality. This kind of confidence is valuable to him and he will pay for it.

Fortunately, he needn't pay much. Copper flashing, gutters and downspouts cost a little more, to be sure, but they're some of the cheapest salesmen a builder can hire. And many builders report that copper plumbing

actually costs less, installed, than rustable materials.

Copper lasts. Builder call-back records show it. Prospects know it. So do their bankers — and yours — who, too, are interested in demonstrated quality. If you'd like further information on the use of the copper metals in residential construction, write the Copper & Brass Research Association, 420 Lexington Avenue, New York 17, New York.

There's a new frontier in...
**COPPER • BRASS
BRONZE**



THE WORLD'S NEWEST BUILT-IN UTILITY FOR KEEPING HOMES DUST FREE!

no bag
or filter
to choke off
vacuum power



no machine
to lug,
no cord
to tug

easily installed
in new
or existing
homes

vents dust-laden
blue air
outside

Every year more and more builders feature built-in Vacu-Flo cleaning systems to attract discriminating buyers. Vacu-Flo collects dirt in receptacle attached to power unit located in basement, garage or utility room . . . and vents germ-laden exhaust outside as you now vent cooking odors, dryer vapors, sewer gases and chimney fumes. Vacu-Flo makes dry and wet cleaning easier . . . including garage, car, basement, work shop and patio.

Vacu-Flo permanent zinc-coated steel tubing and fittings are designed for easy air-tight slip-fit installation. For complete information about Vacu-Flo, the world's most powerful, convenient, economical and healthful home cleaning utility, mail this coupon today. H-P PRODUCTS, INC., Louisville, Ohio.

VACU-FLO DIVISION, H-P Products, Inc.
Dept. AB, Louisville, Ohio
 Please send complete details on Vacu-Flo.
 Please show how to attract buyers by presenting homes prepared for Vacu-Flo.

Individual _____
Firm _____
Street _____
City _____ Zone _____ State _____

See our N.A.H.B. exhibit, Booth 472

H-652-HP

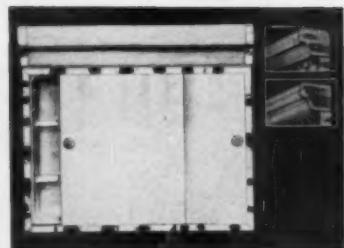
1959 PRODUCT SHOW: AT THE COLISEUM



Antenna system comes in kit

A master antenna distribution system for the home makes possible TV and FM plug-in outlets in any room. The Jerrold Home System comes in a kit complete for easy installation. It includes an amplifier, antenna lead, and plug-in outlets.

► **Jerrold Electronics Corp.**
Booth Nos. 972-973—Coliseum.
Circle No. J219 on reply card, p. 130



New features for cabinet

The new "Twin-Lite" medicine cabinet has a new deflector and diffuser design, shedding light front and down toward mirror. Has outlet for appliances—3-way switch turns top bulb, bottom bulb and both lights—more light in proper direction.

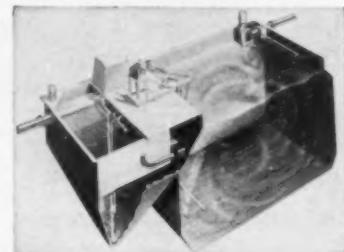
► **ABCO Enterprises, Inc.**
Booth No. 952—Coliseum.
Circle No. J222 on reply card, p. 130



Loader has many purposes

Instant reversing without having to shift makes this multi-purpose tractor loader ideal for stockpiling. The new "Work Bull 1001 Loader" is useful in many other kinds of construction work. Payload capacity of the loader is $\frac{1}{2}$ cu. yd.

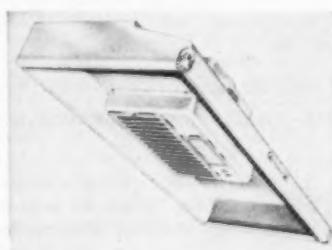
► **Massey-Ferguson Industrial Div.**
Booth Nos. 847-850—Coliseum.
Circle No. J220 on reply card, p. 130



Small-Unit sewage system

The new RatedAeration sewage treatment process is low cost, odor and nuisance-free; will adapt to service for from 20 to 5,000 people. Eliminates costly, individual septic tanks by providing efficient community sewage facility.

► **Chicago Pump Co.**
Booth No. 881—Coliseum.
Circle No. J223 on reply card, p. 130



Has push-button control

Redesigned "Rangaire" kitchen-range hoods incorporate push-button controls conveniently located on the front of the canopy. New styles emphasize straight lines to blend with styling of contemporary kitchens. Easily installed.

► **Roberts Manufacturing Co.**
Booth Nos. 812-815—Coliseum.
Circle No. J221 on reply card, p. 130



Comes in many colors

Sunken corner tub made of enameled cast iron comes in white and six pastel colors. It is made in both right- and left-hand models, with spacious bathing space and high tiling-in flange. The Belmont is easy to get in and out of.

► **Ingersoll-Humphries Div., Borg-Warner.**
Booth Nos. 712-722—Coliseum.
Circle No. J224 on reply card, p. 130

Reply card, p. 130, for more information

Weatherproof Packaging

New plastic-coated, heat-sealed package protects this siding at job site. You can take delivery early, be ready to work in good weather. New package cuts handling time, prevents damage and marring loss.

**new
GEORGIA-PACIFIC
FACTORY-SEALED
REDWOOD SIDING**

**PLAN NOW! CUT COSTS ON
SPRING BUILDING!**

Georgia-Pacific's immersion-sealing process coats bevel siding both front and back. Paint or stain flows on faster, covers better, lasts longer. No back-priming is needed, saves one front coat of paint! New sealer also prevents water spotting, superficial black stains, inhibits mold.

**GP REDWOOD BEVEL SIDING
GEORGIA-PACIFIC**

For specification data, refer to Sweet's Light Construction File, Sect. 3A

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

1959 PRODUCT SHOW: AT THE COLISEUM



Answer to shelving problem

Prefabricated, prefinished, telescoping steel shelf requires no cutting, fitting or painting. Available with clothes rod for wardrobe or as shelf alone for storage or in sets of 5 for linen closets, cabinets or pantries. Installs in minutes.

► H-C Sales Co.
Booth No. 910—Coliseum.

Circle No. J225 on reply card, p. 130



Designed for small areas

Recessed clocks are designed for limited areas such as bathrooms or small kitchen soffits. These clocks come in distinctive black, brass, copper or chrome. Available in 6", 9", 12", 15", and 18" sizes with electric, 8-day or battery movements.

► R & H Guarantee Products Co.
Booth No. 899—Coliseum.

Circle No. J228 on reply card, p. 130

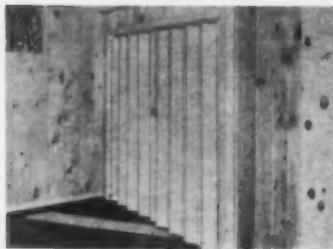


Makes precision work easy

Heavy-duty routers provide perfect control in precision work such as making dovetail joints or other decorative cuts, cutting hinge mortises. Built-in spotlight stops squinting, eliminates eye strain from intricate patterns. Increases safety factor.

► The Stanley Works.
Booth Nos. 817-821—Coliseum.

Circle No. J231 on reply card, p. 130



Space-saving dividers

Magna-Fold plastic accordian-fold doors are an economical, colorful, space-saving product. Simple and easy to install. Available in seven decorator colors, package contains all screws and hardware necessary for simplified installation.

► American Door Co., Inc.
Booth Nos. 970, 971—Coliseum.

Circle No. J226 on reply card, p. 130

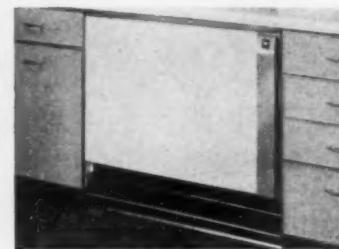


Finishing eliminated

Super Satin Surface panels, finished with Super Microseal Process, can be used as received or can be waxed. On-the-job sanding, sealing and finishing are eliminated. Panels are flexible; easy to tone for decorative color matching.

► General Plywood Corp.
Booth No. 863—Coliseum.

Circle No. J229 on reply card, p. 130



New space-saver freezer

This 212-pound capacity, no-frost freezer fits a 6-cu. ft. undercounter space. Maximum work area saving is thus provided. Two other plus features: lower level storage basket for hard-to-stack meat cuts, and toe-touch door opener.

► Whirlpool Corp.
Booth Nos. 827-828, 839-840—Coliseum.

Circle No. J232 on reply card, p. 130



Installation is easy

Crossly Window Corp.'s aluminum-awning window with integral fin-trim provides for quick and easy installation plus flashing. Company also offers a horizontal- and vertical-slide window unit which is also equipped with integral fin-trim.

► Crossly Window Corp.
Booth Nos. 989, 990—Coliseum.

Circle No. J227 on reply card, p. 130



Grille added to fan

A polished stainless-steel grille has been added to Broan's ventilating fan without increasing price. The 6" wall or ceiling fan utilizes a 3" round duct, fits a dry-wall construction, is easily nailed in place. Can be used effectively for bath or kitchen.

► Broan Mfg. Co.
Booth No. 979—Coliseum.

Circle No. J230 on reply card, p. 130



Needs minimum space

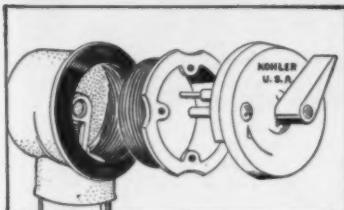
Combination EASY washer-dryer is 27" wide, less than half the space required for separate units. Attractively styled and quiet to operate, the Combotmatic has a capacity up to 10 pounds and is mounted on separate rails for easy installation.

► Easy Laundry Div., Murray Corp.
Booth No. 890—Coliseum.

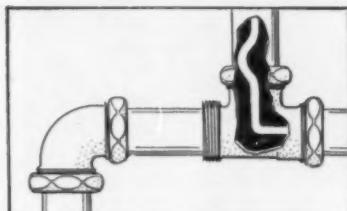
Circle No. J233 on reply card, p. 130

Reply card, p. 130, for more information

KOHLER CLEARPASS BATH DRAIN

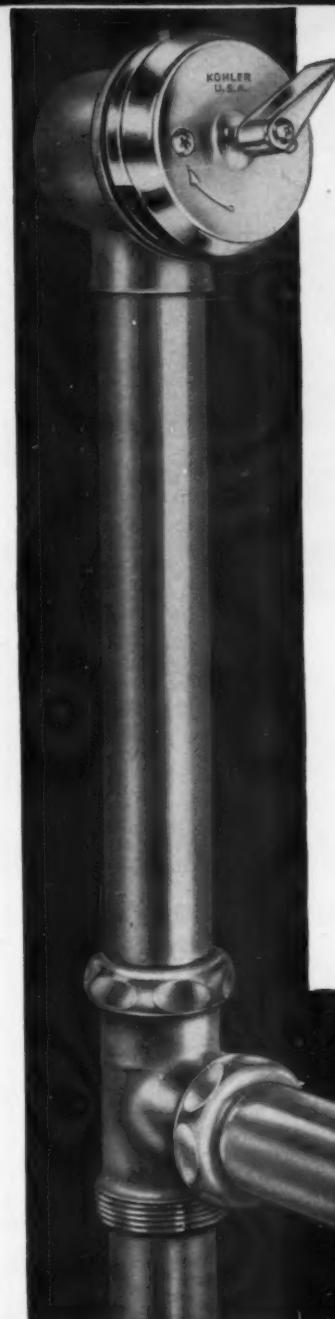


Beveled rubber gasket at overflow hole—an exclusive feature—adjusts firmly to small variations. Collar is threaded, turns on with fingers, has lugs for tightening. Four tapped lips line up 2 holes for overflow plate at each quarter turn—for easy, accurate attachment. Lift rod turnbuckle can be adjusted from front after installation. Rod is solid—no dirt-catching joints. Stopper cannot be removed without tools.



Drain "T" can be reversed so that outlet is on line with drain arm—to avoid joist obstruction. "T" is threaded for use with slip joint connection or direct connection to iron pipe threads. Slip joint gaskets are of lead—for utmost durability, leakage protection.

**Fast
draining**



**Easy to install...
All brass...
Positive action**

The Clearpass pop-up drain cuts installation time and costs, eliminates maintenance. All-brass construction, with 17-gage tubing, insures maximum durability, corrosion resistance.



Quality rubber gasket where drain joins tub. Stopper post is offset $\frac{1}{2}$ " to take care of slight variations. Oval hole in stopper post insures erect position, simplifies stopper attachment. Tested for leakage before packing.



KOHLER CO. Established 1873 KOHLER, WIS.

KOHLER OF KOHLER

Enamaled Iron and Vitreous China Plumbing Fixtures • Brass Fittings • Electric Plants • Air-cooled Engines • Precision Controls



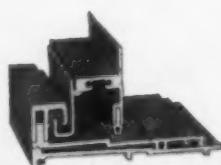
**ONLY Fleetlite Sliding Glass Doors
HAVE PASSED THIS TEST!**

**100 mph. winds and heavy rains
stopped by water barrier threshold**

Before you select a sliding glass door, ask the question, "will it protect costly rugs and hardwood floors from water damage in pouring rain and high winds?" The answer is YES when you specify Fleetlite. These doors give protection in a man-made hurricane of 100 mph. with a 2" per hour downpour. No other door has ever passed this test. The Fleetlite exclusive "water barrier" double threshold and double weather seal block winds and water... provide automatic drainage so water cannot build up from the outside. Fleetlite Sliding Glass Doors are quickly installed, easily adjusted and are maintenance free. Write today for literature and complete information.

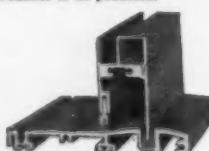


FLEET OF AMERICA, INC.
Dept. AB-19, 2015 Walden Ave., Buffalo, N. Y.



Above: Cross section of Fleetlite double threshold that blocks wind and water.

Below: Fleetlite flat threshold is recommended only for interior sliding door installations where weather is no problem.



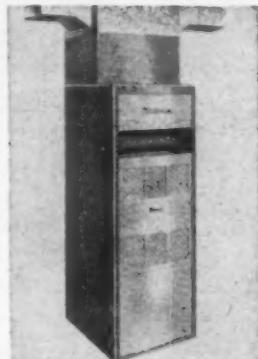
**1959 PRODUCT SHOW:
COLISEUM**



Incinerator is smokeless

A new smokeless, odorless gas-operated incinerator is being sold by the Queen Products Division of this company. The new "Superflame" unit was designed for the many municipalities that prohibit the use of incinerators that emit smoke.

► King-Seeley Corp.
Booth No. 898—Coliseum.
Circle No. J234 on reply card, p. 130



Has new heat exchanger

A new heat exchanger of high efficiency is offered in this company's new line of hot-air furnaces. The units are interchangeable for gas or for oil, and come in styles: Hi-boy, Lo-boy, or Counterflow models.

► The Williamson Co.
Booth Nos. 904-906—Coliseum.
Circle No. J235 on reply card, p. 130

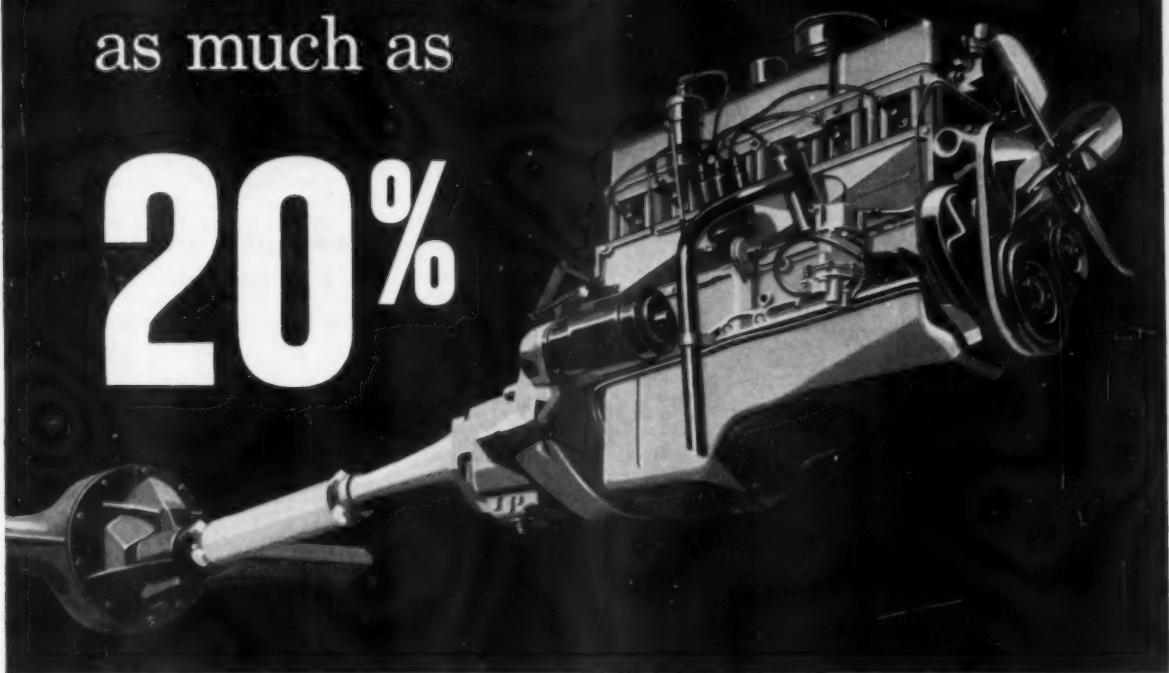
Driftwood-finish kitchen

Wood kitchen cabinets harmonize in styling with the "sheer" look of fine modern furniture and appliances. Refined-pewter finish hardware decorates flush doors which conceal adjustable shelves in both base and wall cabinets.

► Brammer Manufacturing Co.
Booth No. 851—Coliseum.
Circle No. 236 on reply card, p. 130

With new features and options,
'59 Chevrolet truck 6 boosts
fuel economy by
as much as

20%



*A new camshaft design and a
new maximum-economy option
bring you this remarkable
increase in gas savings with
Chevy's Thriftmaster 6.*

This newly improved engine for '59 offers fuel economy that can mean up to one dollar saved out of every five spent for gas! Its outstanding gas-saving ability stems from two new engineering refinements.

The first is an *economy-contoured camshaft* that's machined to provide a lower lift and reduced valve overlap. This feature offers

up to 10% less fuel consumption in every '59 Chevy Series 30 or 40 model with standard Thriftmaster 6!

The second innovation is a new *maximum-economy option* that operates in combination with the economy-contoured camshaft in Series 31 and 32 models. Consisting of a new smaller venturi carburetor and new economy ratio rear axle, this option boosts fuel economy as much as an additional 10%! Thus, Series 31 and 32 Chevies with the new Thriftmaster 6 can be equipped to reduce your operating costs by up to 20%!

This is the kind of low-cost truck power you've been looking for—so see your Chevy dealer soon for all the details! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*And it uses regular gas, like all Chevy engines.

CHEVROLET TASK-FORCE 59 TRUCKS



Majestic THULMAN FIREPLACES

solve all problems -- from
hearth to chimney-top!



**ZERO clear-
ances! Both
FIREPLACE
and CHIMNEY
built against
WOOD or other
combustible
FLOOR, WALL,
CEILING and
ROOFING
materials!**

- U/L listed
- No mortar
- No masonry
- Saves trouble
- Saves materials
- Use any mantel
- 30" and 36" widths
- Modern, Efficient
- Use any hearth
- Built-in screen
- Saves space
- Saves labor
- Saves time
- Smoke-free



... also your choice of mastic-applied black marble or black glass "surrounds". Fireplace and chimney completely fabricated of corrosion-resistant alloys and stainless steel. Attractive chimney-tops look amazingly like brick. AND, you give homeowners fireplace performance that wins quick, full and lasting satisfaction. Write for full information now on Majestic THULMAN Fireplaces and Chimneys.

The **Majestic** Co., Inc.
433B Erie Street, Huntington, Indiana

Versatile New Bar-Brook BREEZEBUILDER-K



Answers
every
builder-
contractor
need . . .

at the lowest cost yet!

The new Bar-Brook Breezebuilder-K was designed with the builder in mind. It's remarkably low in cost and can be installed in minutes. The attractive aluminum shutter assembly is completely automatic, adds to the decor of any room. Rubber-mounted dual ball bearings assure silent, long-lasting operation. And "sealed-in" fan and motor bearings provide lifetime lubrication. The Breezebuilder-K is available in 3 sizes, with 30, 36 and 42-inch fan blades.

Write today for our free catalog,
sample ratings and attractive dis-
count prices.

BAR-BROOK MFG CO., INC.

Box 6638-G

Shreveport, La.

A NEW Gaslite
INCORPORATING
THE MOST
ADVANCED FEATURES
AND DESIGNS
IN DECORATIVE
Outdoor Lighting



LOOK FOR THE NAME

Gaslite BY ARKLA

for information write:
ARKLA AIR CONDITIONING CORP.
SALES OFFICES: LITTLE ROCK, ARK.

1959 PRODUCT SHOW: COLISEUM



Easily slides in place

Built-in 2-zone freezer-refrigerator needs no special bracing, can be quickly installed in a compact space. Choice of four finishes and right- or left-hand doors. Refrigerator section, 10 c.f.; freezer 13 c.f. Free standing model, 17 c.f.

► Manitowoc Equipment Works
Booth No. 889—Coliseum.

Circle No. J237 on reply card, p. 130



A built-in dryer

Dry-O-Mat is a new built-in dryer available for personal items. It can be installed in the bathrooms of new homes in which forced air or perimeter heating is used. Eliminates untidy bathroom look. Size of the unit: 22"x26"x3 1/4".

► Dry-O-Mat Company.
Booth No. 902—Coliseum.

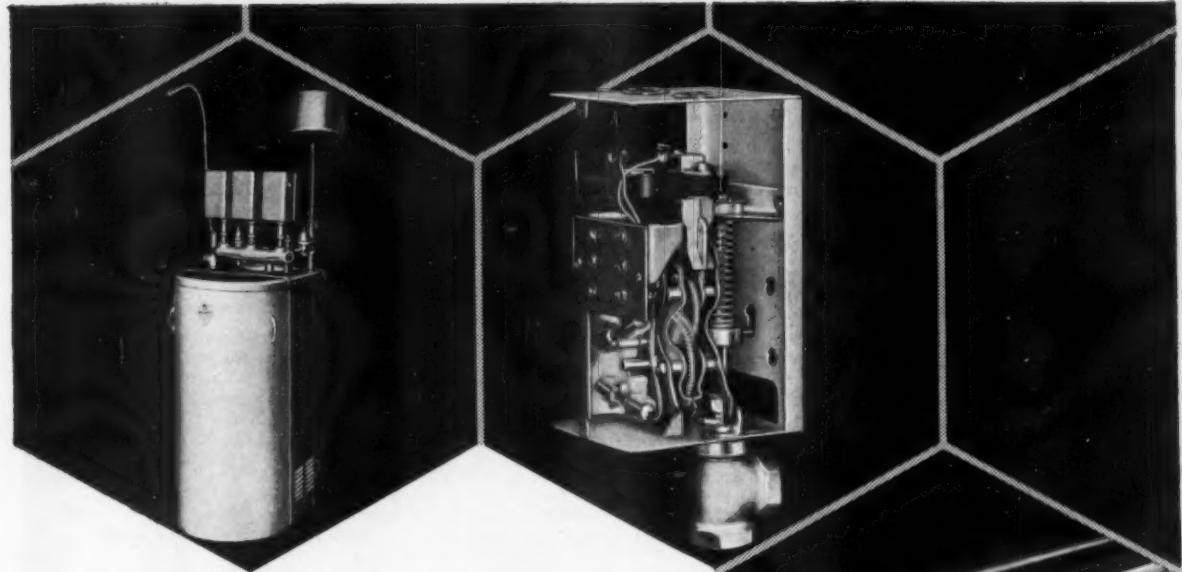
Circle No. J238 on reply card, p. 130

Forms in a hurry

Jeffery Form Tie Company shows forms that utilize materials standard everywhere. Hardware is redesigned. Have Galvanized Twist Form Ties with spreader. Only hardware mounted on panel is for corners. Other panels: 3/4" thick—formply or plastic coated.

► Jeffery Form Tie Co.
Booth No. 892—Coliseum.

Circle No. J239 on reply card, p. 130



designed for each other!

ONLY EDWARDS

**has everything you need for a
low cost, zone control hydronic
heating system**

Everything you need for efficient, low cost zone control heating—heating unit, zone control valves, and baseboard elements—are now available from one dependable source: Edwards Engineering!

Only Edwards offers a completely integrated, zoned heating system, with components that have been designed to go together for the life of the system. You shop just once for everything, with one manufacturer guaranteeing everything. Your initial cost is lower—the Edwards zone control system is the most economical on the market. Your installation costs are lower—two men do the job in one day! That means higher profits for you and the world's finest zone control baseboard heating system for your customers. That's an unbeatable combination for selling homes.

EDWARDS ZONE-A-MATIC HEATING UNIT is guaranteed for 20 years, handles from 1 to 6 pre-wired

motorized zone control valves. All-copper tankless hot water heating coil; simple to install; complies with ASME code; completely assembled and pre-wired; compact and good-looking.

MOTORIZED ZONE CONTROL VALVES feature completely enclosed, hermetically sealed mercury switches; completely silent with positive shut-off valve. No thermal leakage when closed. Uses standard 3-wire low-voltage thermostat; electric power drawn only during opening and closing; excellent for hot water or steam systems.

BOX-FIN BASEBOARD ELEMENTS are factory cut to any desired length, making installation simple, economical, and eliminating ugly joints and splicers. No metal to metal contact; available in white, chrome, copper-tone and wood-grain.



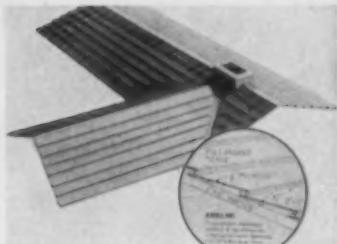
Write today for the full-color story...

EDWARDS ENGINEERING CORP.

209 Alexander Avenue, Pompton Plains, New Jersey

Member of BHC: Better Heating-Cooling Council

1959 PRODUCT SHOW: AT THE COLISEUM



Get design in your roofs

You can get design in your roof with Follansbee seamless Terne roofing. Here it is shown installed on a Bermuda roof—completely distinctive with its horizontal seams and shadow lines. Terne, a lifetime material, is maintenance free.

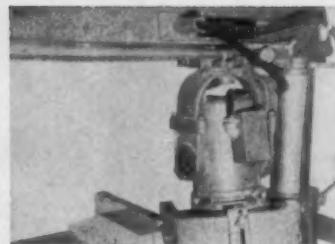
► **Follansbee Steel Corp.**
Booth No. 758—Coliseum.
Circle No. J240 on reply card, p. 130



6-footer seated easily

Ample length between the front and rear seats of new 6-passenger Travel-Crew cab is shown in this open-door view of a 6-footer seated in the rear. Travel Crew cab is available on certain International medium and heavy-duty truck models.

► **International Harvester Co.**
Booth Nos. 837-838—Coliseum.
Circle No. J243 on reply card, p. 130



Tool guard fits saws

A new industrial safety guard has been introduced for use on DeWalt's heavy-duty line of radial arm saws. It will be used primarily for rafter notching and shaper woodworking operations. Permits layout marks to be in full view.

► **DeWalt Division.**
Booth No. 876—Coliseum.
Circle No. J246 on reply card, p. 130



Power digger works fast

Something new in digging equipment has been introduced by Sherman Products, Inc. It's the rugged, heavy-duty "Panther" power digger. The unit, a time-saver item, is fast-digging, and power digger is easily detachable from its tractor.

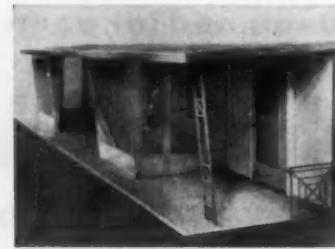
► **Sherman Products, Inc.**
Booth Nos. 859-860—Coliseum.
Circle No. J241 on reply card, p. 130



Vanity comes in all sizes

Bronzeglow birch vanity bases, made by Scheirich Co., are available in a full range of sizes. Shown above is a four-sectional birch unit with one wash bowl. Behind the neat sliding doors, there is plenty of room for storage of bathroom supplies.

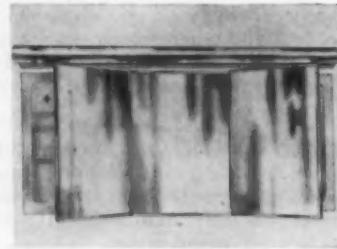
► **H. J. Scheirich Co.**
Booth Nos. 736-738—Coliseum.
Circle No. J244 on reply card, p. 130



Strong roof panels

Strength to meet building code snow-load requirements is provided by the balanced sandwich construction of these new prefabricated Quincy Armaclad roof panels. Shown is an 8'x34' patio roof constructed of seventeen of these panels.

► **Hess Manufacturing Company.**
Booth Nos. 974-977—Coliseum.
Circle No. J247 on reply card, p. 130



Cabinet has safety chests

Two safety chests are installed in upper corner of each cabinet for storing drug products, etc. One-piece, easy-to-clean, rust-protected cabinets have white-enamel finish, plate-glass mirrors in steel frames, 4 adjustable shelves provide sufficient space.

► **The Hess Company.**
Booth No. 981—Coliseum.
Circle No. J242 on reply card, p. 130



Especially for trusses

To assemble wood joints in making prefabricated wood trusses "Gang-Nails," produced from 14-gauge galvanized steel, is proven an efficient connector plate. "Gang-Nails," set up with steel jig and press will be demonstrated at NAHB Show.

► **Gang-Nails, Inc.**
Booth No. 995—Coliseum.
Circle No. J245 on reply card, p. 130



Radio can be built in

This new low-cost, compact radio can be used as a built-in for kitchens, living rooms, bedrooms, etc. Known as the Hide-A-Way, it is a 5-tube superheterodyne with a 4" speaker. Overall dimensions are 7" high, 8" wide and 3" thick.

► **Swanson Manufacturing Co.**
Booth Nos. 741-742—Coliseum.
Circle No. J248 on reply card, p. 130

Top load-handler! This Dodge stake has the brawn to handle your loads easily—and is built to make it easier for you to handle those loads. Special rear springs and wheelhousings put the stake bed close to the ground to save excessive lifting when loading or unloading. Lightweight racks are easy to lift on or off. Hinged center section permits easy side loading. The truck itself is easy handling, too, with gear-before-axle steering and rear-shackled front springs that give easier steering and riding.

There's a Dodge truck to handle your load best—from 4,250-lb. G.V.W. pick-ups to 65,000-lb. G.C.W. Power Giants. See your Dodge dealer—see why

today,
it's real smart
to choose **Dodge**
Trucks



Steel sills—a Dodge *exclusive* in the low-priced three—run full length and width under body for firm, long-lasting load support. Unlike wood, they can't rot or warp. They're typical of the extra quality you get with a Dodge stake, whether you choose the 9', 12', or 14' body!



1959 PRODUCT SHOW: AT THE COLISEUM

Shows hardware selection

An array of hardware is displayed at the National Lock Booth. Includes latest designs in locksets, cabinet hardware, shelf hardware. Designed to present the builder with entire line of up-to-date hardware. National Lock has a complete set of six individual catalogs available.

► National Lock Company.
Booth Nos. 765-766—Coliseum.

Circle No. J249 on reply card, p. 130

A convention first!

The first heat pump to be displayed at an NAHB convention uses only electric power and provides winter heating and summer cooling by refrigeration. In actual demonstration at the convention it will alternately heat and cool a 6'x8' glass walled room. Two sizes of heat pumps are offered.

► Revco, Incorporated.
Booth Nos. 885-888—Coliseum.

Circle No. J250 on reply card, p. 130



Shower recess is convenient

This shower recess is a built-in unit that keeps toiletries high and dry. Yet it's ready for instant use. It's made of seamless brass and it's chromium plated. Wall opening: 6-3/8" x 7-3/8" x 3-1/2". Overall of flange: 7-3/8" x 8-5/8".

► Hall-Mack Company.
Booth No. 816—Coliseum.

Circle No. J251 on reply card, p. 130

All-purpose framing anchor

TECO Du-Al-Clip framing anchor is a single style, all-purpose framing anchor used with 2" or thicker lumber for roof, floor, ceiling and wall framing. Clips insure protection against roof uplift from high velocity winds.

► Timber Engineering Co.
Booth No. 871—Coliseum.

Circle No. J252 on reply card, p. 130

Remote control wiring

Newest method of switching lighting and appliance loads is Remcon low-voltage wiring. Relay mounted in outlet-box operates entire load and is controlled by many switches if desired. Hook-ups as simple as ABC—no margin for error.

► Pyramid Instrument Corp.
Booth No. 895—Coliseum.

Circle No. J253 on reply card, p. 130

Paneling has uniform grain

Prefinished Dino-Lite plywood panels come with a tough paper shield over the finished side and have compatible graining. Panels can be nailed through protective wrapping to avoid damage before or during installation. Will resist stains.

► Di-Noc Chemical Arts, Inc.
Booth No. 984—Coliseum.

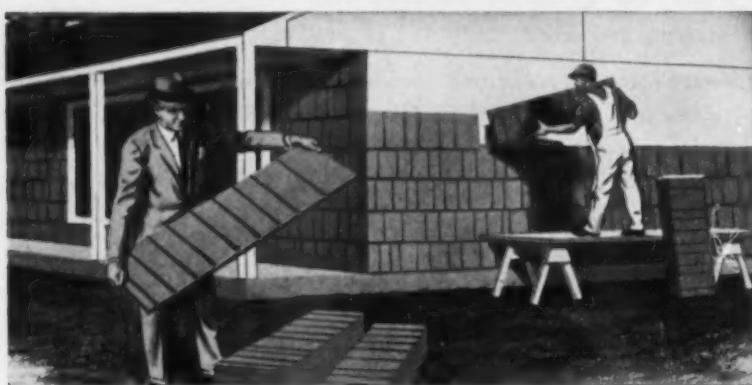
Circle No. J254 on reply card, p. 130

Add oven and range models

New models of built-in ovens and counter ranges for both gas and electricity are offered by this concern. Range tops have been redesigned as drop-in types. Need no mounting rims. Have top mounted controls.

► National Stove Co.
Booth Nos. 856, 900—Coliseum.

Circle No. J255 on reply card, p. 130



The new custom-finished

BRENTWOOD* PATTERN in Nova Shake-Panels

The Brentwood Pattern produces a fresh, striking exterior no other shake can offer. This entirely new shake finish comes only on Nova Shake-Panel, 16 1/4" x 46 1/2". The smooth Cedar texture is striated at random intervals with heavy, tapering V-grooves. The ends of the panel are V-grooved to form invisible joints and present an unbroken pattern across the building.

This custom-finished panel surprisingly has the same low price as regular Nova Shake-Panels. And all the construction features of Nova Shake-Panels are there. The highest-grade Cedar Shakes are electronically glued and pressed onto a standard wood-fiber backer. The waterproof glue is not used in spots, but on almost the entire surface to be adhered. Wide shiplaps give a positive joint.

The Brentwood-Pattern Panel is nailed conventionally over sheathing, with the application economies of fast coverage. For full data, use the coupon.

*Pat. Pending

NOVA SALES

A wholly owned subsidiary of
Homasote Company

In Canada: Homasote of Canada,
Ltd., 224 Merton St., Toronto 12, Ont.

Send the literature and/or specification data checked:

Nova Shake-Panel Nova-fold Doors
 Nova Shakes Nova Cedar Closet Lining
 Nova Brentwood Pattern Shake-Panel

NAME.....

ADDRESS.....

CITY.....

ZONE.....STATE.....A-34

Damp'er (dămp'ĕr)

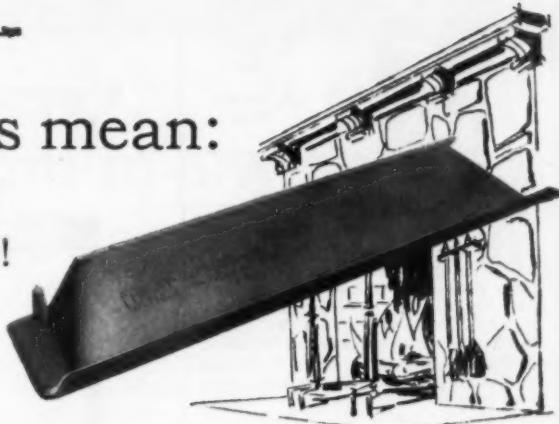
1. One who spreads gloom ...

2. An Australian flat cake ...

3. A person who dampens ...

but Donley Dampers mean:

1. Successful fireplaces!
2. Happy home owners!
3. Easier sales!



Yes, Donley is the word for dampers... quality dampers designed for easier installation, more profit and fewer call-backs. Donley fireplaces have real sales appeal for 8 out of 10 home buyers because they are pre-sold through national advertising. Your customers already know Donley's reputation for convenient smoke-free fireplaces. So, the next time you buy dampers, ask your dealer for a Donley Damper!



FREE! Write for your copy of Donley's "How To Build The Contemporary Fireplace".

Donley BROTHERS

THE DONLEY BROTHERS COMPANY
13910 Miles Avenue
Cleveland 5, Ohio

8230-DB

**Screen
Door
to
Storm
Door**



in Just 15 Seconds

At the turn of a handle, controlled summer ventilation becomes winter storm protection with the Fleetlite Aluminum Combination Jalousie Door.

Construction is of heavy aluminum permanently fused to a Novoply "solid core" for maximum strength and rigidity. The frames will not sag or rack after installation. Glass louvers may be adjusted to block rain while admitting fresh air or may be closed to seal out winter weather. Louvers lock in any position to afford constant security against intruders. Self-storing Fiberglas screen clips to the inside of the door.

Fleetlite Combination Jalousie Doors come complete with pneumatic door closer and all hardware. Expander or Z-Bar style doors adjust to fit most any opening from 27½" to 37½" wide by 75½" to 85½" high. Write for catalog. Fleet of America, Inc., Dept. AB-19, 2015 Walden Avenue, Buffalo 25, New York.

**One Hoist Unit
Does 3 Jobs**



1. Roof Hoist
2. Ladder Hoist
3. Scaffold Hoist

This new 200 lb. capacity versatile R & G hoisting unit (either electric motor or gasoline engine driven) is light enough to be pulled up to the roof by hand by two men. It can be mounted on an R & G Trolley Track Roof Hoist so that loads can be lifted to roof from an arm that overhangs roof edge 4 feet. Load rolls back from roof edge for unloading. 400 lb. capacities also available.

Same unit can also be mounted on the lower part of a ladder converting ladder to low cost hoist. A special R & G frame fits top of ladder and carries pulley and wall arms.

Hoisting Unit can also be attached to tubular scaffolding to form a hoist for raising scaffold frames and materials to workmen on various levels. In each case only one man is needed for hoist operation. Hoist speed is 150 feet per minute. Complete information can be obtained by writing to Reimann and Georger, Inc., 1869 Harlem Road, Buffalo 12, New York.

1959 PRODUCT SHOW: AT THE COLISEUM



Filter system runs itself

Here's something for that new municipal pool—a fully automatic, finger-control filter system. Just set it and forget it. Only one tank backwashes at a time and only when needed. Tanks rinse to waste before entering service. Also manually operated.

► National Pool Equipment Co.
Booth No. 880—Coliseum.

Circle No. J256 on reply card, p. 130

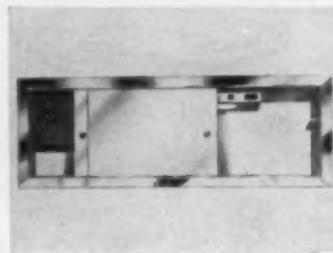


Comes in eight models

New Custom Vanguard model of Inland Homes Corp. has 3 bedrooms, can be built on slab or with crawl-space or basement. Eight ranch and Colonial designs are offered. Modern construction and quality materials used; price range \$7,600-\$8,200, minus lot.

► Inland Homes Corp.
Booth No. 931—Coliseum.

Circle No. J259 on reply card, p. 130



Cabinet is space saver

General Bathroom Products' medicine and vanity cabinet is designed as a space saver. Fits compactly and neatly into the modern bath. Cabinets include much-needed shelf space for medicines and toiletries.

► General Bathroom Products Corp.
Booth No. 878—Coliseum.

Circle No. J257 on reply card, p. 130



Cabinet saves space

Ideal for storage of bath towels, extra medicine bottles, this utility cabinet has adjustable shelves. Recessed in bathroom wall, it takes up no floor space. Lower section has stainless-steel door pulls; upper section has touch latches.

► Republic Steel Kitchens.
Booth Nos. 795-6, 825-6—Coliseum.

Circle No. J260 on reply card, p. 130

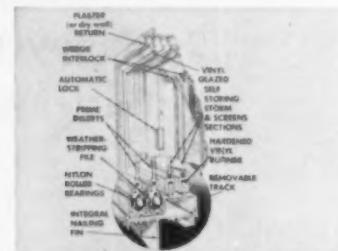


Complete line of freezers

New freezers include all-aluminum and square models; a built-in model with plastic-front decorator panels; refrigerator-freezer with a separate condensing unit for each section. Sizes range from 16 cu. ft. to 60 cu. ft.

► Sub-Zero Freezer Co., Inc.
Booth No. 760—Coliseum.

Circle No. J258 on reply card, p. 130



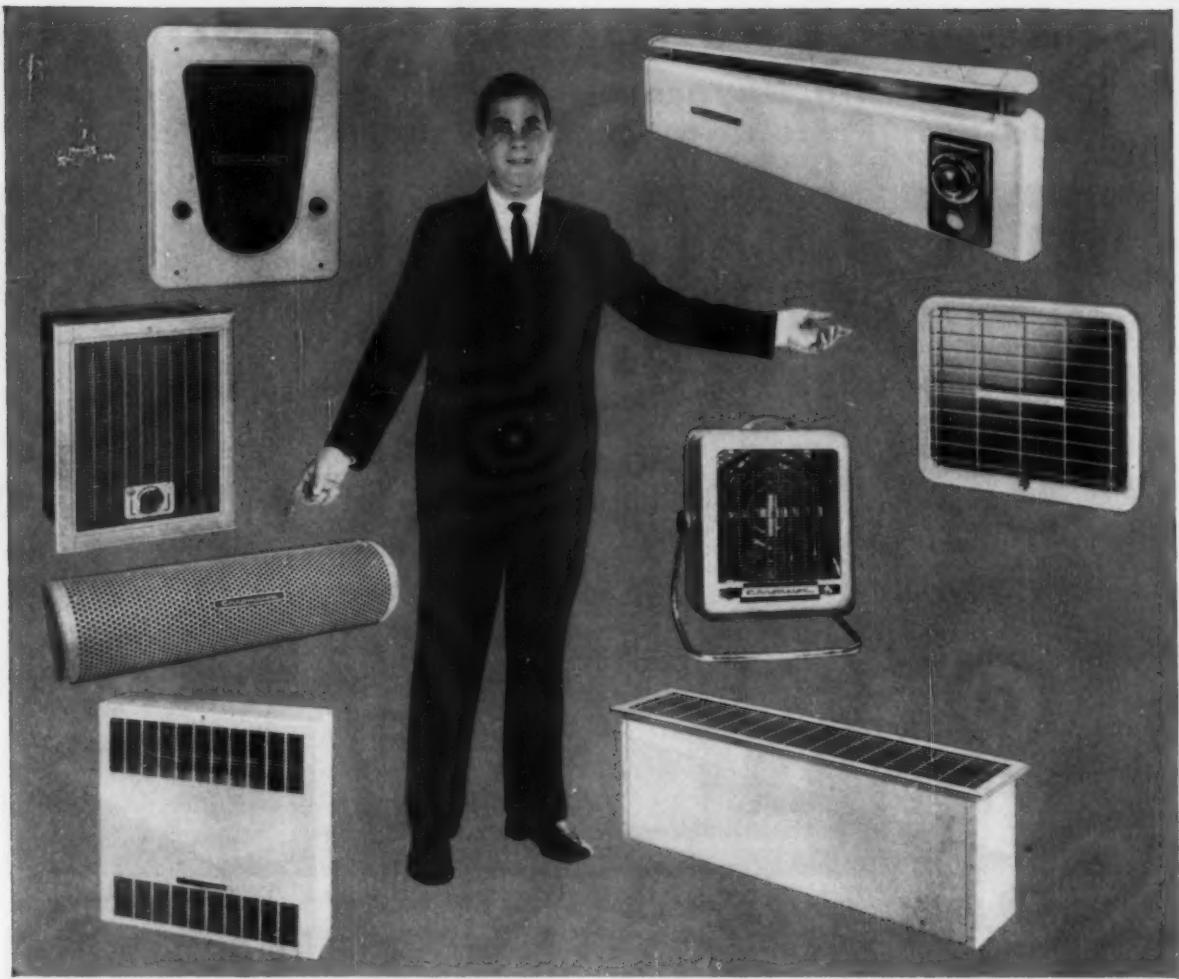
Window has removable track

Horizontal prime window has additional feature of new type aluminum slider that rolls on nylon bearings. Design permits a wide choice of interior trim—wood, dry wall, plaster, aluminum. All inserts are rattle proofed.

► Ida Products Co.
Booth Nos. 935-936—Coliseum.

Circle No. J261 on reply card, p. 130

Reply card, p. 130, for more information



New house? Old house? ... for every room in any house CHROMALOX has the answer

Upstairs, downstairs, all through the house . . . or school, church, motel or office . . . there's a Chromalox Electric Heater designed for the heating job.

Chromalox Electric Baseboard Heaters are available in many sizes and ratings, with matching blank, corner and trim sections for a uniform appearance.

Chromalox Radiant Wall Panels, Wall Insert Heaters and Cabinet Convectors provide abundant heat to meet a variety of other heating requirements and decorating tastes.

Chromalox Floor Drop-In Heaters quickly stop heat loss caused by "picture" type windows.

Chromalox Utility Spot Heaters and Portables concentrate heat where and when it's needed for laundries, workshops, garages and other small, occasional-use areas.



LIVE BETTER...
HEAT ELECTRICALLY

In addition to all these, the Chromalox line includes unit ventilators, fan driven heaters, Thermwire heating cable, in-duct heaters, and others. Chromalox styling, safety and simple operation will quickly sell your prospects on electric heat . . . and top-performing Chromalox Heaters will keep them sold.

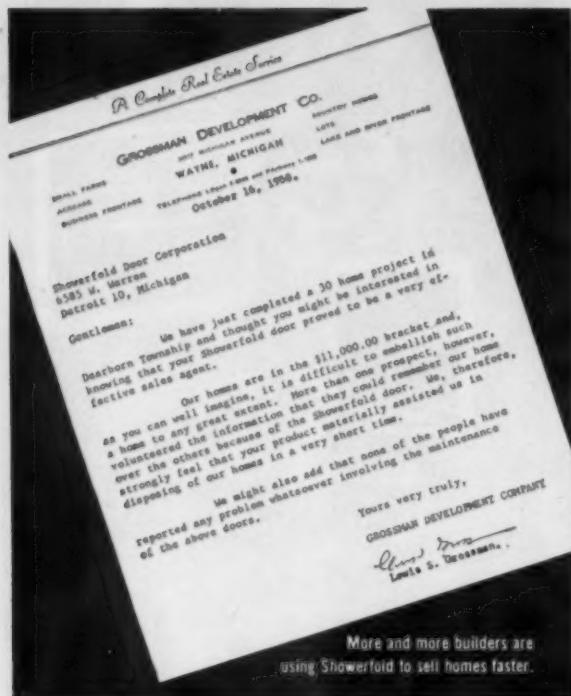
Your Chromalox Representative will gladly help you determine power requirements, installation and operating costs. Find out how economically you can install (and your prospects can operate) Chromalox Electric Heat.

4971

CHROMALOX
Electric Heat
INDUSTRIAL • COMMERCIAL • RESIDENTIAL
EDWIN L. WIEGAND COMPANY
7870 Thomas Boulevard • Pittsburgh 8, Pa.

Beautiful Bathrooms Sell Homes!

Builders and Buyers agree—Showerfold Doors add the "Finishing Touch" at so small a cost!



In open position—Showerfold gives accessibility to 80 percent of the tub or shower.



Unique design of Showerfold provides maximum protection when fully closed.



See Showerfold for yourself
at the N.A.H.B. show
Booths 948, 949
COLISEUM



SHOWERFOLD Door Corporation

Dept. AB-1, 6585 W. Warren Avenue, Detroit 10, Michigan

Thousands of Homeowners

testify to the beauty and practicality of Showerfold

Doors in their own homes

Mrs. O. H.—Grand Rapids, Mich.

"The most practical and economical bathroom accessory I have ever seen."

Mrs. A. E.—Philadelphia, Pa.

"Easier to clean the tub! Slides smoothly and easily."

Mrs. J. T.—Buffalo, New York

"A most inexpensive way to have a smart looking bathroom."

Mrs. K. L.—Woodbury, N. J.

"Safer and more protective than any enclosure I have seen."



LOOK FOR THIS SEAL OF WINDOW QUALITY



This American Wood Window Institute seal on windows is your guarantee that they conform to U. S. Department of Commerce standards and are:

Correctly designed
Properly constructed
Preservative treated
Properly balanced

Made from carefully selected kiln-dried lumber
Efficiently weatherstripped

WOOD WINDOWS are the choice

No matter which of the 6 Levittown designs prospects like best, they are enthusiastic about the obvious quality and beauty wood window units add to the home.

All the windows in Levittown, New Jersey are quality wood units, precision manufactured from Ponderosa Pine. Each is preservative treated for long life, weatherstripped, and constructed in accordance with U. S. commercial standards for wood window units.

Today's smartest builders are turning to wood windows because they are compatible with the most popular home styles—and, above all, builders are insisting on quality. Your sure guide to window quality is the American Wood Window Institute seal of approval on Ponderosa Pine wood window units.



Because Wood is So Good to Live With

Ponderosa Pine WOODWORK

An Association of Western Pine Producers and Woodwork Manufacturers

MEMBERS—Woodwork Group

Aanders Corporation
Anderson & Gitter Co.
Biltbest Corporation
Caradco, Incorporated
Continental Screen Co.
Curtis Companies, Inc.
Farley & Loetscher Mfg. Co.
Grinnell Sash & Door Co.
Hurd Mfg. Corp.
Hutting Mfg. Co.
Ideal Co. (Wm. Cameron & Co.)
International Paper Co.—Long Bell Division
Mast Manufacturing Co.
Missoula White Pine Sash Co.
Morgan Company
Philadelphia Screen Mfg. Co.

Rock Island Millwork Co.

Semling-Menke Co.
Wabash Screen Door Co.
Western Pine Mfg. Co.
White Pine Sash Co.

MEMBERS—Lumber Group

Alexander-Stewart Lumber Co.
The Anaconda Company
Associated Lumber & Box Co.
Bartel Lumber Co.
Blagen Lumber Co.
Brooks-Scanlon, Inc.
Cal-Ida Lumber Co.
Cascade Lumber Co.
Collins Pine Co.
Crane Mills
Diamond Match Co.
Georgia-Pacific Corporation
Tite Knot Pine Mills

Gilchrist Timber Co.

Edward Hines Lumber Company
Industrial Wholesale Lbr. Co.
Keibab Lumber Co.
Loch Lake Lumber Co.
McCloud Lumber Co.
Michigan California Lbr. Co.

J. Neils Lumber Co.

Ochoco Lumber Co.
Oregon Lumber Co.
Pine Valley Lumber Corp.

Scott Lumber Co., Inc.

Setzer Forest Products

—Div. of Glenco Forest Products

Southwest Lumber Mills, Inc.

Ralph Smith Lumber Co.

Tahoe Forest Products Co.

Tarter, Webster & Johnson, Inc.

39 South La Salle Street
Chicago 3, Illinois

U. S. Plywood Corp.
—Shasta Division
Warm Springs Lumber Company
Western Pine Association
Weyerhaeuser Sales Co.
Winton Lumber Co.

ASSOCIATE MEMBERS

All Metal Weatherstrip Corp.
Casper Hardwood Co.
Chapman Chemical Co.
David Ostin Moulding Corp.
Doris Lumber & Moulding Corp.
Monarch Metal Weatherstrip Corp.
Protecto Products Mfg. Co.
Union Balance Co.
Wood-Treating Chemicals Co.
Zegers, Inc.

NOW! MADE IN AMERICA

Mozel[®] mosaic tile

"Mozel" mosaic tile represents a giant step forward in tile manufacturing. Previously made abroad, Quartz Mosaic, Inc. brings to the architect and builder-contractor a high quality mosaic tile made in America.

"Mozel" mosaic tile is many times stronger than ceramic in impact, which makes it most desirable for bathrooms, kitchens (counters and back splash), shower rooms, flooring and many places in the home, institutions and industry. Either exteriors or interiors where extreme sanitation and stain resistant qualities are required.

The versatility and wide-color choice, enables the architect and builder to achieve almost any desired effect or design. The color is impregnated clean through the tile, a guarantee of extreme durability and lifetime beauty for walls and floors.

"Mozel" mosaic tile is fired by nature, chemically tempered and catalytically cured. It is ideal for architectural specifications because of rigid quality controls during manufacturing which guarantee these advantages:

FADEPROOF—SHOCK PROOF—MOISTURE-PROOF—FROSTPROOF—MILDEWPROOF—FIRE RESISTANT—HIGH IMPACT COEFFICIENT—HIGH WEARABILITY (interior or exterior) EASILY CLEANED—TRUE DIMENSIONS.

"Mozel" mosaic tiles are mounted on 10" x 10" sheets containing 100, 1" x 1" individual tiles. Low-cost installation, lays up fast.

"MOZEL TILE" COATING

Because of this development in the manufacture of tile, Quartz Mosaic, Inc. has developed a coating that has tremendous adhesion. "Mozel Tile" coating can be applied at the job site to dry concrete, concrete blocks, brick, plywood, asphalt, asbestos products, metals (steel, aluminum, etc.) and various other building materials.

"Mozel Tile" coating has unlimited opportunities. It seals, it eliminates maintenance, it is fadeproof, waterproof and moistureproof, resists fire, stands salt water, high wearability. Wide choice of colors in high gloss, semi-gloss or satin finish for exteriors or interiors.

® Mozel is a Registered Trade Mark of Quartz Mosaic, Inc.

QUARTZ MOSAIC, INC.
QUARTZ MOSAIC SALES CO.
914 Orange Street Wilmington, Delaware
Dept. AB-1

- Send full details on "Mozel" mosaic tile
 Send full details on "Mozel" coating

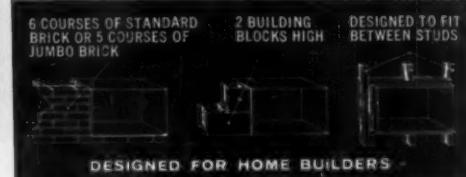
Name _____
Company _____ Title _____
Address _____
City _____ State _____



INSIDE, the new *Thinline* air conditioner panel can be painted or papered to *blend* in with room décor. Easy-to-reach controls are hidden from view.



OUTSIDE, the Built-in *Thinline* has a "no-see-through" aluminum grille. It can be painted to match exterior. From street, it has a neat, built-in look.



New General Electric Built-in Thinline

*Solves more builder problems
than any other air conditioning system*

Designed specifically for home builders. The new Built-in *Thinline*'s aluminum case is exactly as high as two building blocks with mortar, six courses of standard brick, or five courses of jumbo brick. Case fits between a standard two-stud width. Unit actually becomes part of the wall.

Problem SOLVED!

Cuts on-site costs—Your workers build case into the wall during construction—slide the unit into place when the building is finished. No ductwork or plumbing needed.

Problem SOLVED!

Preserves beauty of home—Inside panel can be painted or papered to match interior. It *blends* with room décor! Outside grille can be painted to match exterior.

Problem SOLVED!

Flexible—You can now air condition as little or as much as you need to assure a quick, profitable sale.

Problem SOLVED!

Economical—Saves you labor cost in installation, the material cost of ductwork and plumbing. This means the new General Electric Built-in *Thinline* system costs less than most central systems.

Problem SOLVED!

Powerful, but quiet!—One model, packing up to 10,000 BTU's,* is enough to cool the large rooms in an average-sized house. A second complementary model, with extremely low noise level, is ideal for bedroom use.

Problem SOLVED!

Buyer acceptance—It's assured! Because your customers know the General Electric name. They *know* they're getting dependability and advanced design.

*Cooling capacities are tested and rated in compliance with ARI Standard 110-58 and are stated in British Thermal Units.



See your General Electric representative, or

SEND FOR FREE BOOKLET

Get the whole story. How you can save air conditioning dollars—and still give your home buyers the latest and best in home cooling.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

USE THIS HANDY COUPON TODAY!

General Electric Company, Dept. 2C,
Appliance Park, Louisville 1, Kentucky

Please send me my free copy of "Building and Air Conditioning with General Electric." Also send name of local distributor.

Your Name_____

Firm Name_____

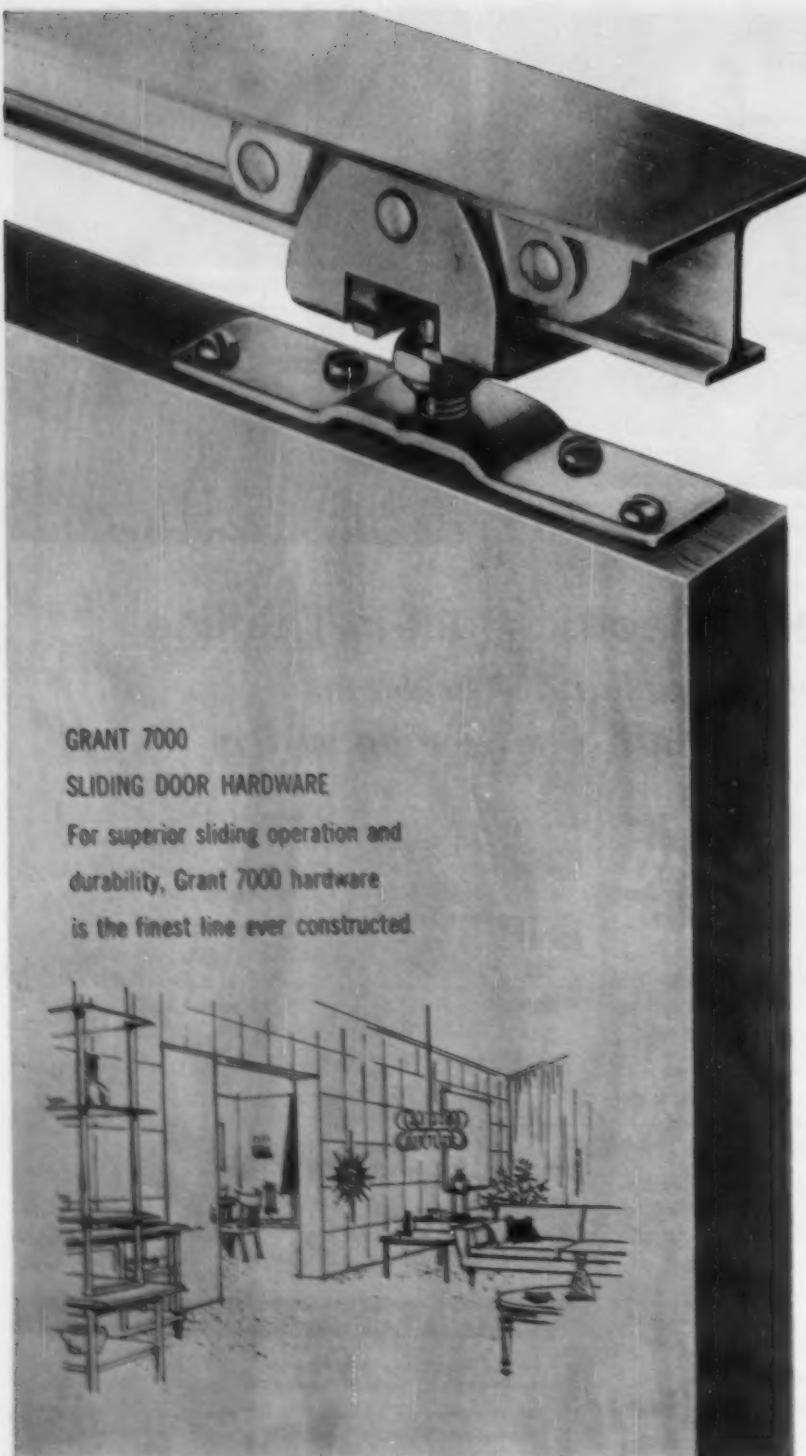
Street_____

City_____ Zone_____ State_____

Builder_____

Architect_____

Other_____



GRANT 7000

SLIDING DOOR HARDWARE

For superior sliding operation and durability, Grant 7000 hardware is the finest line ever constructed.

FROM THE ground UP

This is the first of a series of monthly reports containing information on products and merchandising ideas we believe will be of value to you.

January being the month of the annual NAHB convention, Grant is proud to salute this expanding organization. As a manufacturer allied in both thought and aim with the American home builder, we have long considered the NAHB show a most important adjunct to our sales activities.

The Grant 7000 line, pictured at left, is the finest sliding door hardware made for residential use. When your home buyer slides a door mounted on 7000 hardware—a normally hidden value becomes a plus value—Here's a case where the sliding door action is so smooth—so gentle—so easy as to make comparisons with other hardware unnecessary.

You'll be able to see Grant 7000 hardware and other outstanding Grant products "full size" as part of the exciting Grant Throughout The House exhibit, in booths 301 and 302 at the Hilton.

P.S. Look for the important sale-making features "Built-In" to the Grant Display.

Write for your copy of the Grant Sliding Hardware Catalog

GRANT SLIDING HARDWARE



GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware

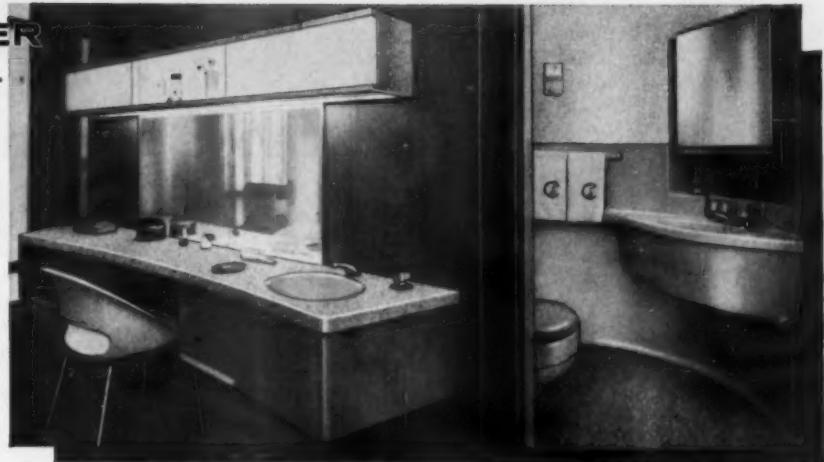
• drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware



PIONITE WALNUT
for my kitchen . . .



PIONITE FLITTER
for my bathroom . . .



Make Every House a "Model Home" with

Pionite LIFETIME LAMINATES



SEE PIONITE
most complete line
in melamine high
pressure plastic
laminates

NAHB SHOW, BOOTHS 807-8
Chicago Coliseum • Jan. 18-22

In kitchen, bathroom, playroom, *any* room, work-free, wear-proof Pionite gives you a better installation in less time, at lower cost. With over 250 woodgrains, patterns, and colors to choose from, you can plan decorative schemes to please the most exacting customer, create homes that are lifetime advertisements for you. Already used in over 8,500,000 homes, quality-controlled Pionite exceeds rigid NEMA standards, withstands cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to fabricate, comes in 14 convenient sizes from 30" x 48" through 48" x 120".

Pioneer Plastics Corp., Sanford, Maine

- Please send me full-color brochure
 Please send me "On the Job Installation Manual"

Name _____

Firm _____

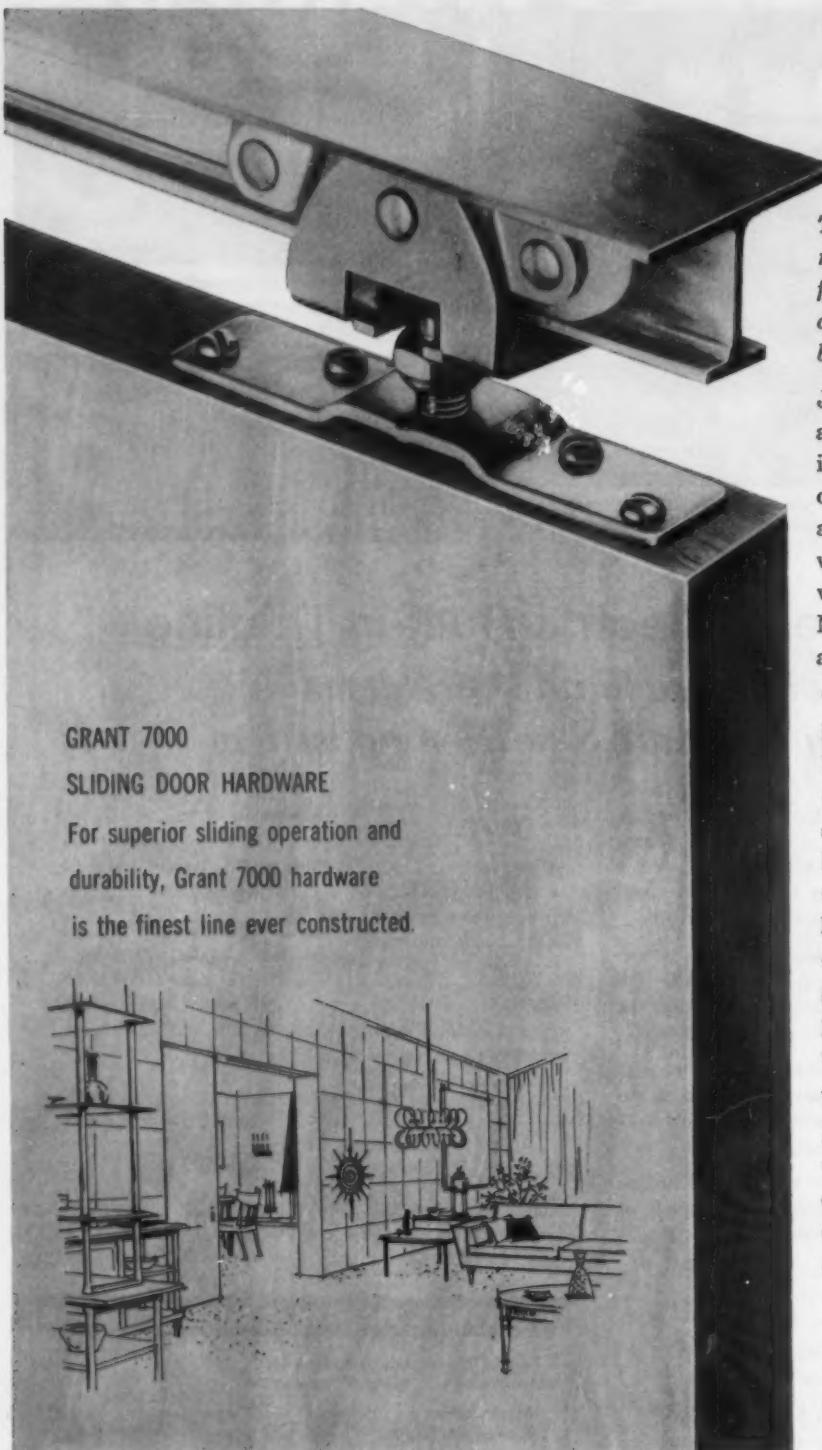
Address _____

City _____ Zone _____ State _____



AB 1-59

PIONEER PLASTICS CORP. Sanford, Maine • Los Angeles, Calif.



GRANT 7000

SLIDING DOOR HARDWARE

For superior sliding operation and durability, Grant 7000 hardware is the finest line ever constructed.

FROM THE ground UP

This is the first of a series of monthly reports containing information on products and merchandising ideas we believe will be of value to you.

January being the month of the annual NAHB convention, Grant is proud to salute this expanding organization. As a manufacturer allied in both thought and aim with the American home builder, we have long considered the NAHB show a most important adjunct to our sales activities.

The Grant 7000 line, pictured at left, is the finest sliding door hardware made for residential use. When your home buyer slides a door mounted on 7000 hardware—a normally hidden value becomes a plus value—Here's a case where the sliding door action is so smooth—so gentle—so easy as to make comparisons with other hardware unnecessary.

You'll be able to see Grant 7000 hardware and other outstanding Grant products "full size" as part of the exciting Grant Throughout The House exhibit, in booths 301 and 302 at the Hilton.

P.S. Look for the important sale-making features "Built-In" to the Grant Display.

Write for your copy of the Grant Sliding Hardware Catalog

GRANT SLIDING HARDWARE



GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware

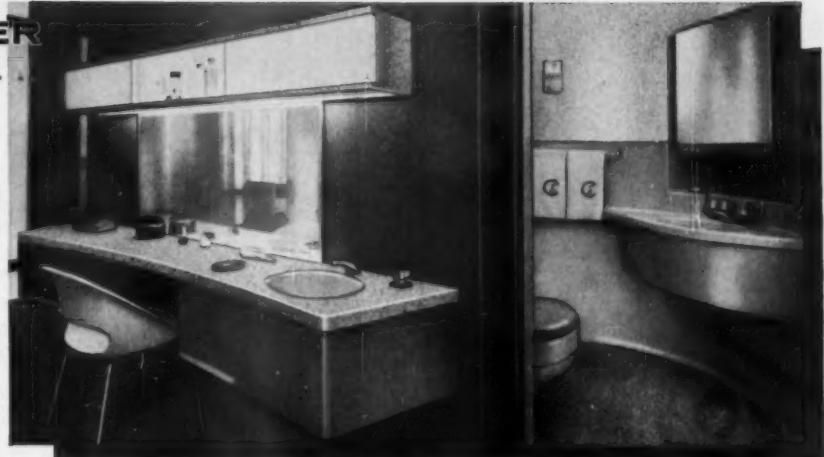
• drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware



PIONITE WALNUT
for my kitchen . . .



PIONITE FLITTER
for my bathroom . . .



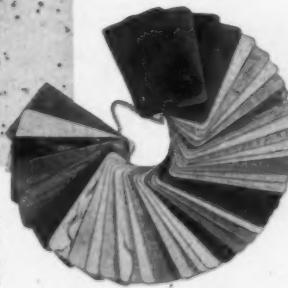
Make Every House a "Model Home" with

Pionite LIFETIME LAMINATES

WALNUT

FLITTER

SEE PIONITE
most complete line
in melamine high
pressure plastic
laminates



In kitchen, bathroom, playroom, *any room*, work-free, wear-proof Pionite gives you a better installation in less time, at lower cost. With over 250 woodgrains, patterns, and colors to choose from, you can plan decorative schemes to please the most exacting customer, create homes that are lifetime advertisements for you. Already used in over 8,500,000 homes, quality-controlled Pionite exceeds rigid NEMA standards, withstands cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to fabricate, comes in 14 convenient sizes from 30" x 48" through 48" x 120".

Pioneer Plastics Corp., Sanford, Maine

- Please send me full-color brochure
 Please send me "On the Job Installation Manual"

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



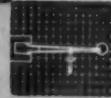
AB 1-59

NAHB SHOW, BOOTHS 807-8
Chicago Coliseum • Jan. 18-22

PIONEER PLASTICS CORP., Sanford, Maine • Los Angeles, Calif.



Micro-Tongue



for Faster Laying . . . Perfect Fit

Micro-Groove

How your carpenters can
save hours per house

Every strip of Long-Bell Oak Flooring is carefully processed by precision tooled machines. Every strip quickly taps into perfect, hairline fit. The edges and ends of every strip are machined to the most exacting standards. They readily join to form a splinter-free surface.

make your next move a Long-Bell floor

Homeowners prefer the classic warmth of Long-Bell Oak Flooring. They have made it the First Choice in Residential Construction.

Yes, Long-Bell Oak Flooring gives you a wonderful selling tool . . . for it is the best flooring money can buy.



Produced in Volume . . . For Lower Unit Cost.

INTERNATIONAL PAPER COMPANY

Long Bell

DIVISION
Kansas City, Mo. Longview, Wash.

THE NEW CARLRIM



Exclusive engineered beauty

**THAT MAKES A CARLTON SINK SO EASY TO SELL
—SO PROFITABLE TO INSTALL!**

CARLRIM!—The newest Carlton Stainless Steel Sink—the sink that needs no separate frame or rim to install—the sink that can be sealed *forever* into any counter top material in half the usual time.

CARLRIM!—the sink that provides the most *sanitary* installation ever devised. No rim to gather dirt or smelly waste—no possibility of seepage to create rot and

decay around the sink's edges.

CARLRIM!—the sink with all the famed Carlton features that have made Carlton the No. 1 Stainless Steel Sink choice of homeowners the world over.

CARLRIM!—just drop it in the cut-out counter-top, then tighten the adjustable lugs (patents pending) and it's sealed in place as long as the house lasts!

Send today for the New Carlim Catalog No. 390 to Carrollton Manufacturing Co., Carrollton, Ohio

Carlim is the trade-marked name
for the newest development in
Carlton Stainless Steel Sinks, the
pride and joy of more than a
million modern American kitchens.

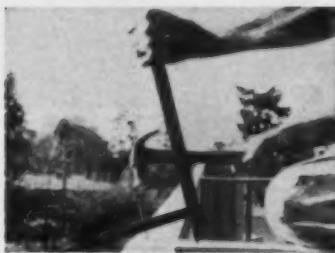
CARLTON
STAINLESS STEEL
SINKS

You just can't buy better—when you buy Carlton!



BONUS PRODUCTS

Use reply card, p. 130, for free information

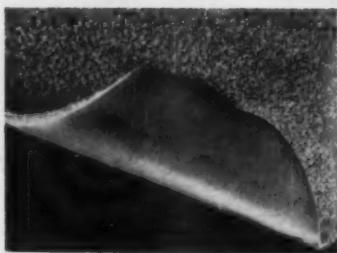


Tool is for leverage

This builders hand tool is called the "Little Pee-Vee." It is used in any situation where great leverage is required, such as pulling partitions together, straightening sill plates, and holding warped corners in place so they can be nailed. Easy to use tool is only 18" long, wt. 2 lbs.

► Proctor Products Co.

Circle No. J262 on reply card, p. 130



Model homes can benefit

An opportunity for builders to offer buyers wall-to-wall carpeting at a low price is now possible. Luxor Carpet Co. provides low direct-to-builder cost and low-cost installation. Above is Magnolia—a solution-dyed viscose rayon carpeting used in the 1959 Research House.

► Luxor Carpet Company.

Circle No. J264 on reply card, p. 130

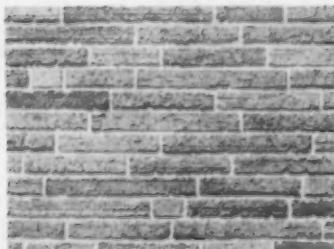


Panel has wide usage

A 48" coverage translucent plastic panel has been added to the Stylox line. The new, wider corrugated unit affords broad use applications and great economy benefits. Comes in standard widths. Ten decorator colors are available in either smooth or crinkle finish.

► Butler Mfg. Co.

Circle No. J266 on reply card, p. 130



Brick has new texture

A new textured brick called the "Highlight Matte" brick is being offered by this company. It has a natural matte texture, and comes in a full range of browns and grays. It is a part of the "8.18" Random Bond masonry system which is easier to lay, and comparable in cost.

► Whitacre-Greer Fireproofing Co.

Circle No. J263 on reply card, p. 130



Digger excavates to 72"

New mounted highway digger has a maximum digging depth of 72" in auger sizes 6" to 24". Available for any tractor, truck or jeep. Features include heavy-duty helicoid flighting and square drive with square tubing extension which have adjustments for other depths.

► Roper Mfg. Company.

Circle No. J265 on reply card, p. 130



Electric plant is mobile

On construction jobs where reliable electric power must be supplied independently, this new 3,000-watt, air-cooled diesel generating plant meets the most critical requirements of mobility and heavy-duty service. A new steel turret hood permits all-weather operation.

► D. W. Onan & Sons, Inc.

Circle No. J267 on reply card, p. 130



Versatile garage door

The Paraline door is a 16x7, four-section, double garage door. It's supplied for operation in 12½" of headroom, but can be provided with low headroom equipment for 4" of operation. This low-priced door is made for sturdy, maintenance-free operation.

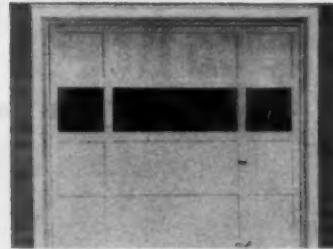
► Calder Co.
Circle No. J268 on reply card, p. 130



Kit contains nails, adhesive

Gemco anchor-nail kits are perfect for attaching furring strips to walls of masonry, concrete, etc., after which knotty-pine planking, plywood or other wallboards can be applied easily. The kit contains 25 anchor nails and a can of Tuff-Bond adhesive. 9 kits in a carton.

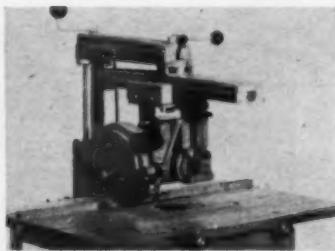
► Goodloe E. Moore, Inc.
Circle No. J271 on reply card, p. 130



Door has safety catch

Patented Safety Catch holds Frantz garage door, Model 400, in full open position, prevents rebound and assures clear opening. Available in 18 different sizes to fit single and double openings. Frantz garage door sections are prefitted and prebored for easy installation.

► Frantz Manufacturing Co.
Circle No. J274 on reply card, p. 130



Radial saw has many uses

Major improvements in the "Super 900" radial saw include a more powerful motor and up-front controls for adjusting the table fence. Said to be the most powerful in its class, it can be used for cutting sheeting, tubing, extrusions, etc. More power reduces bucking, stalling or kickback.

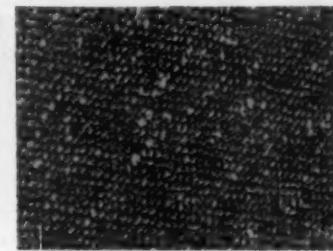
► Delta Power Tool Div.
Circle No. J269 on reply card, p. 130



Tape seals, patches

New polyethylene pressure-sensitive paper-backed tape seams, seals, patches and tacks-down on any plastic film, paper or metal. Ger-Pac miracle tape will not shrink, dry out, crack or get brittle, is easy to handle. Each roll contains 100' of 2" wide tape.

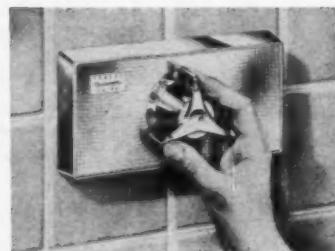
► Gering Products, Inc.
Circle No. J272 on reply card, p. 130



Vinyl wall covering

A new Koroseal vinyl wall-covering pattern called "Linen Weave" duplicates the appearance of fine linen. It is color-styled expressly for walls. It's flame retardant and meets all basic fire-resistance requirements. Linen Weave is available in a choice of 20 different colors.

► B. F. Goodrich Co.
Circle No. J275 on reply card, p. 130



Control guards temperature

This thermostatic shower control has a single dial to turn which automatically maintains the water temperature at point desired. Failure of cold-water supply instantly shuts off the shower and a thermostatic safety limit prevents delivery of water heated above 110°.

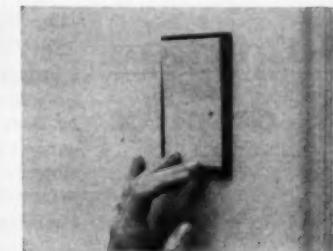
► The Powers Regulator Co.
Circle No. J270 on reply card, p. 130



For \$8,250 with lot

The "Gem" is one of the new line of houses manufactured by W. G. Best Homes Co. This house, however, is unique in that it sells for \$8,250 with lot in St. Louis area, under F.H.A. 2031. Gem has 864 sq. ft. of space—three bedrooms, living room, kitchen-dining room and bath.

► W. G. Best Homes Co.
Circle No. J273 on reply card, p. 130

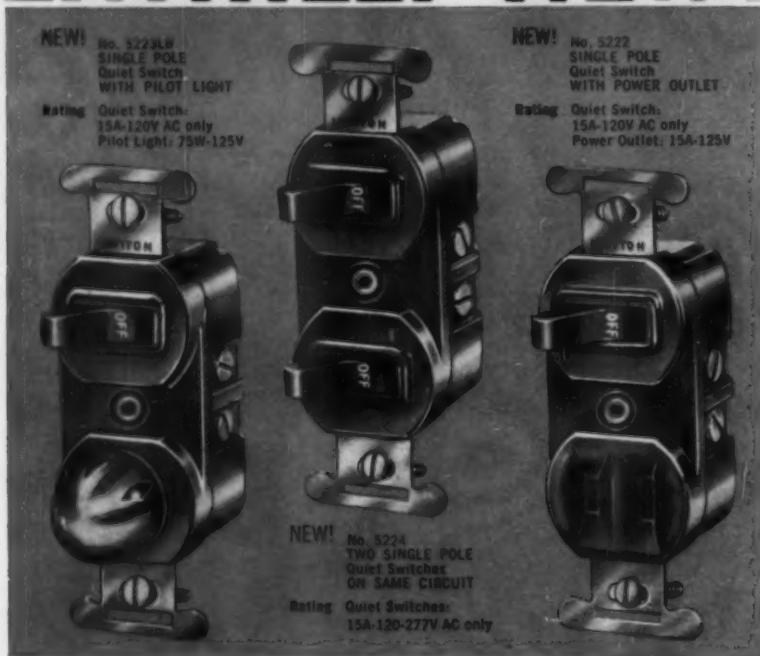


Light at a gentle touch

The Fashion Plate wall switch is revolutionary in styling, and very new. It's a straight-sided, rectangular wall plate that frames a large actuator. Touch the top of the actuator lightly for "on"; bottom for "off." Can be put in as easily as ordinary wall switches.

► Bryant Electric Company
Circle No. J276 on reply card, p. 130

ENTIRELY NEW!



(Also available with U-ground receptacle)

**Leviton
is First
with QUIET
SWITCHES
in the
combination
duplex
line**

YOUR BEST JOBS ARE DONE WITH...

LEVITON

LEVITON
MANUFACTURING COMPANY, INC.
BROOKLYN 22, New York

Chicago • Los Angeles
Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary AMERICAN INSULATED WIRE CORP.

SPECIFICATION
GRADE

THE 3 MOST VERSATILE COMBINATION UNITS YOU'VE BEEN WAITING FOR! New Leviton Quiet Switches are mechanical switches, precision-balanced with heavy special silver contacts, magnetic arc-snuffing action. The movement is so quiet you can hardly feel it!

AND YOU GET ALL THESE FEATURES TOO!

- POWER OUTLET has bronze double-wiping contacts for longer life and pressure grip.
- PILOT LIGHT takes standard S-6 candelabra lamp that's easily removable. Nickel-plated protective hood over lamp.
- RUGGED CONSTRUCTION! Base molded of brown phenolic...covers of either brown phenolic or ivory thermosetting plastic. And heavy gauge rust-proofed underslung steel strap is riveted through cover and body to form a permanent assembly.
- EASY TO INSTALL! Large head No. 8 terminal screws have deep milled slots for easy wiring. Accommodate up to No. 10 conductors. Wiring diagram furnished with unit. Wide plaster ears on strap make wall alignment easier.
- ECONOMY! Save installation costs—no extra box and wall plate necessary. Save wall space, too—single gang wall plate replaces double gang.

WRITE FOR FULL DETAILS TODAY!

Listed by Underwriters' Laboratories, Inc.

1959 PRODUCT SHOW: BONUS

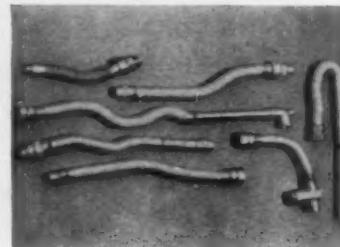


Offer four-bedroom model

A new model house for the rapidly expanding four-bedroom market is offered by this home manufacturer. The house package is complete except for heating, plumbing, and electric wiring, and includes siding and installed windows, already primed.

► Federal Homes Corp.

Circle No. J277 on reply card, p. 130

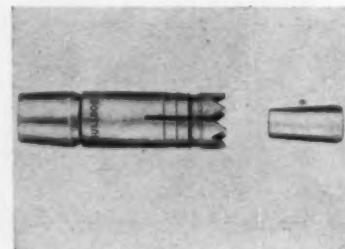


Wet heat connectors

New complete line of flexible-metal wet-heat connectors in $\frac{1}{2}$ " and $\frac{3}{4}$ " ID is available. Has 14 separate models in 30 combinations for hot-water or steam-heating systems. Reduces cost of installing systems. Temperatures up to 350° . Pressure for $\frac{1}{2}$ " ID is 55 PSI.

► Cobra Metal Hose.

Circle No. J278 on reply card, p. 130



Drills concrete quickly

The Bulldog Gold Digger drill/anchor will bite into concrete in seconds and will anchor anything permanently. The unit has double plating with a gold-color finish. It's fireproof and vibration proof. Sizes: $\frac{1}{16}$ " to $\frac{1}{2}$ ". Comes in five types.

► Polis Manufacturing Company.

Circle No. J279 on reply card, p. 130

**hats
off
this
February**

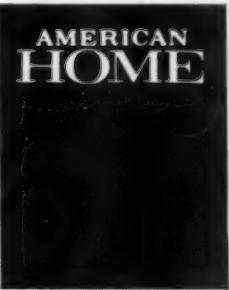


to 18 builders to 49 advertisers

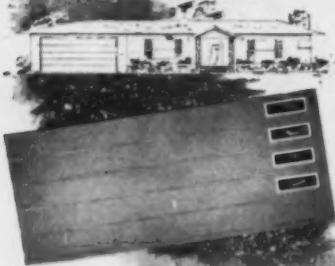
Don't miss this record-breaking February issue of *The American Home*, announcing the winners of the 1959 "Best House for the Money" competition. And be sure to see these important February advertisers of quality building materials and home products—they'll mean increased home traffic and sales for you, too.

Aluminum Co. of America • Anchor Post Products, Inc. • American Tel. & Tel. Co. • Andersen Corp. • Armstrong Cork Co. • Bileo Co. • E. L. Bruce Co. • Burnham Corp. • Capitol Products Corp. • Chevrolet • Committee on Steel Pipe Research • Continental Can Co. • Delco Appliance Div. of General Motors Corp. • Douglas Fir Plywood Assoc. • Formica Corp. • General Electric Co. • Georgia-Pacific Corp. • Ginden Nursery Co. • Goodyear Tire & Rubber Co. • The Hoover Co. • Hotpoint Co. • Imperial Paper & Color Corp. • Interchemical Corp. • S. C. Johnson & Sons, Inc. • Kentile, Inc. • Kirsch Co. • Kroehler Mfg. Co. • Lewisburg Chair & Furniture Co. • Libbey-Owens-Ford Glass Co. • Mirro Aluminum Co. • Mutschler Bros. Co. • National Homes Corp. • Nichols & Stone Co. • Olson Rug Co. • Phoenix Mutual Life Insurance Co. • Portland Willamette Co. • Rolscreen Co. • St. Charles Mfg. Co. • Sanford Truss Co. • A. O. Smith Corp. • Stark Bros. Nurseries & Orchards Co. • United States Gypsum Co. • U. S. Plywood Corp. • Vega Industries, Inc. • Viking Air Products • West Coast Lumbermen's Assoc. • Western Pine Assoc. • Westinghouse Electric Corp. • Wm. Zinsser & Co.

Serving the building industry and over 10,250,000 home-minded readers



RAYNOR QUALITY at a NEW LOW COST



RAYNOR JET GARAGE DOOR

Featuring Exclusive
Raynor TRI-FAB Construction . . .
The Value Packed Raynor Jet means
Faster Sales . . . Greater Profits

- * New floating face construction prevents warping
- * All wood parts toxic treated
- * Panels of single-piece tempered Masonite with "Lifetime Guarantee" (no splicing)
- * Galvanized steel frame specially treated for painting
- * Rabbeted joints of steel form weather-tight seal
- * Wood bottom rail for easy scribing and attachment of astragal

RAYNOR Electronic Garage Door Operator



Adds EXTRA
Sales Appeal
to the Homes YOU Build!

See them in action at
the NAHB Convention
Visit Raynor Booth 428
Hotel Sherman
January 18-22 1959



RAYNOR MFG. CO.

DIXON, ILLINOIS

Builders of a Complete Line of Quality Overhead Type Doors

1959 PRODUCT SHOW: BONUS



New four-bedroom house

Named the "Brookfield," this house is the leader of this home manufacturer's "Starlighter" split level series. Others in the series are available with two to four bedrooms, and three to five levels. The company offers 75 basic models with optional variations.

► American Houses, Inc.

Circle No. J280 on reply card, p. 130

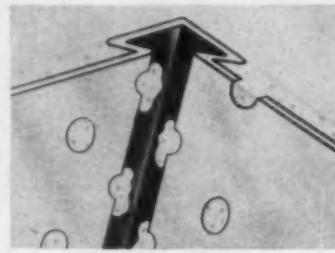


Brackets support 600 lbs.

Kant-Sag fold-a-way brackets are easy to mount on any wall. Make folding tables, counters, etc. "Brown Crackle Finish" blends anywhere; features built-in safety lock. Packed by the pair in boxes, four pair per carton. Hardware and instructions included.

► United Steel Products Co.

Circle No. J283 on reply card, p. 130



Corner bead improved

Drywall Trim's corner bead has been improved. Open design and line of spackling holes is said to allow the spackle to flow freely into the nose, giving a positive key. Edge of bead is tapered to the contour of the feathered-out spackle. Inside view shown.

► Casings, Inc.

Circle No. J281 on reply card, p. 130



Man-made simulated stone

Used for exteriors or interiors, this man-made simulated stone can be applied directly over lath without the need for a separate base coat. One-step application saves labor and material. Coloring compounds used in stone will not fade.

► Emco Cement Products, Inc.

Circle No. J284 on reply card, p. 130

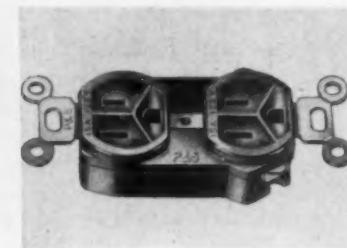


Pipe system of plastic

In use—plastic pipe is immune to rust, rot, galvanic action and retains its smooth interior finish. Plus-assets: it cuts down on the number of joints required, is highly resistant to corrosion. Cost-wise, lowest of any piping. Makes installation easier.

► Carlson Products Corp.

Circle No. J282 on reply card, p. 130



New 3-wire grounding outlet

A 3-wire duplex grounding outlet with pressure terminals is part of wiring line for '59. The outlet is designed for use with #12 and #14 solid wire. A wide release slot in the outlet permits the use of economical loop wiring. Strip gages are included.

► Pass & Seymour

Circle No. J285 on reply card, p. 130

Reply card, p. 130, for more information



No. 1 Expanded Corner Bead

Made of 26 gauge hot galvanized steel.
Available in 7, 8, 9, 10
and 12 ft. lengths.

I can't get around fast enough
since we introduced our new,
expanded corner bead.

Everybody wants our new no. 1 expanded corner bead. If I haven't been in to see you, PHONE my office COLLECT for fast delivery.

CASINGS INC.

Phone: BBroadway 1-6310
2408 N. FARWELL AVE., MILWAUKEE 11, WISCONSIN

Builders and contractors know...

THE SIGHT IS RIGHT WITH A

DAVID WHITE



For Concrete Contractors—You will enjoy using this versatile, low-cost instrument. Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. Rugged construction. New, streamlined styling. *T8007 Light Construction Level-Transit*—Tripod included. Retails for **\$89.50**.



For Builders—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. *T8300 Universal Builders' Level-Transit* Includes new, American-style, wide-frame tripod. *Retails for **\$217.00**.



For Contractors—Measure differences in grade, elevation, lay out building sites, align piers, courses. Many other uses for this handy instrument. *T8025 Light Construction Level*—Tripod included. Retails for **\$49.95**.

For Every Construction Worker! Precision-made level with many uses. For rough estimates, paving, landscaping, laying out foundations, drainage, contouring. Fits easily in shirt pocket. Get yours today! *5556 True Sight Hand Level* Only **\$2.95**.

NEW HAND LEVEL



Write today for your free David White surveying instrument catalog.

*The T8300 may be purchased at 10 per cent down at your lumber, building supply or hardware dealer.

Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY
Dept. C, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin

1959 PRODUCT SHOW: BONUS

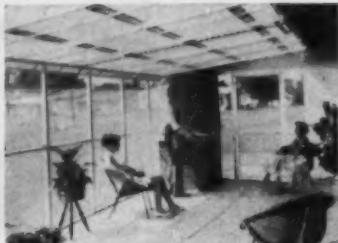


Mosaic tile available

"Mozel" mosaic tile (for use in bathrooms or kitchens and for flooring) is fadeproof, shockproof, fire-resistant, moistureproof; is easily cleaned and is uniform in color. Tiles are mounted on 10x10" sheets containing 100 1x1" tiles. Available in colored, translucent and decorative styles.

► Tileorama Company.

Circle No. J286 on reply card, p. 130



Prefab screened-in patio

Screened patio enclosure adapts to any architectural design. Adds family-living area for outdoor activity with indoor protection from elements and insects at \$\$\$-saving. In-one-piece aluminum tubing forms frame for enclosure and screening. Components fully weather-resistant.

► American Screen Products Co.

Circle No. J289 on reply card, p. 130



Basement becomes an entry

This prefabricated house, designed for high side lots, is a one-story ranch type. The basement area is used for the entry, giving more living space. Model #2442 measures 24' x 42'. It has three bedrooms, two baths. Exterior combines use of brick and vertical siding.

► Admiral Homes, Inc.

Circle No. J292 on reply card, p. 130

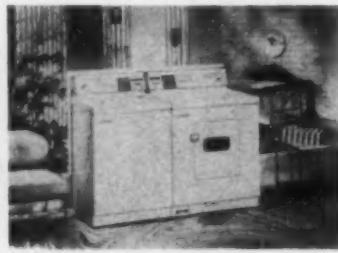


Backhoe has extra swing

A swing of 188 degrees is possible with this company's new backhoe. Called the "88," the new backhoe is swung by a heavy duty chain operating a sprocket on the pivot-end, and worked by two hydraulic cylinders mounted in the main frame of the backhoe.

► Shawnee Manufacturing Co., Inc.

Circle No. J287 on reply card, p. 130

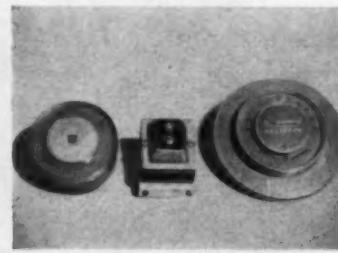


Washer features versatility

A high degree of control flexibility is offered by this automatic clothes washer. A five-temperature wash water selector, three-temperature rinse selector, two-cycle timer, and two-speed agitate and spin options make possible settings for any type of fabric.

► Hamilton Manufacturing Co.

Circle No. J290 on reply card, p. 130

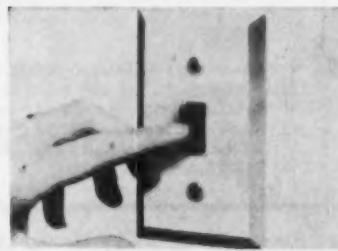


Outdoor-indoor heat control

Constant, comfortable indoor temperature is maintained by this heat control system regardless of outdoor temperature changes. A drop in outside temperature raises the inside temperature over its thermostat setting, assuring sufficient warmth for comfort.

► General Controls Co.

Circle No. J293 on reply card, p. 130



Switch works quietly

Touch-type Model B TOUCHETTE has no knobs to turn, no toggle to flip. Measuring one inch in depth, it can be installed in box where several wires enter. Needs no special wiring and fits standard outlet boxes and wall plates. The switch operates on full-line voltage.

► Rodale Manufacturing Co., Inc.

Circle No. J288 on reply card, p. 130

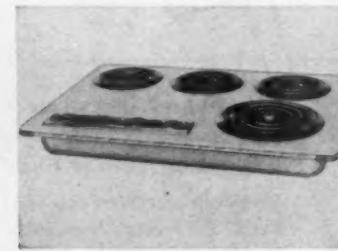


Broiler cooks with gas

Broiling on Emborglo is accomplished without charcoal. The gas-fired, open-hearth broiler contains refractory briquettes. Flame is kept at a constantly-controlled level by the exclusive "Flarefrol" system. Can be installed in kitchens, fireplace walls and patios.

► Mid-Continent Metal Products Co.

Circle No. J291 on reply card, p. 130

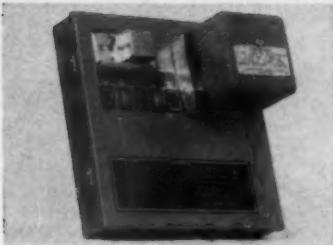


"Shadow-Slim" electric unit

An all new electric drop-in cooking unit has been introduced by Mt. Vernon furnace in seven sparkling decorator colors. Among the many features of this new unit are top controls, 3" depth, and new Exact-O-Dial heat controls. Four burner unit has one giant size burner.

► Mt. Vernon Furnace & Mfg. Co.

Circle No. J294 on reply card, p. 130



Designed for compactness

The Sonner 250 Pilot System is a gas-burner control system in a single panel, 12½" by 12½". Pre-wired and factory-tested, it incorporates the newest electronic combustion safeguard. The Sonner control has a quick response, fail-safe features and is self-checking.

► Sonner Burner Company.

Circle No. J295 on reply card, p. 130

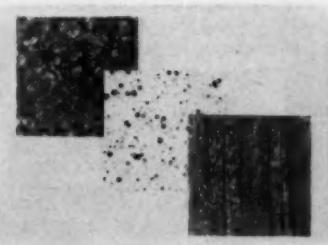


Cape Cod fits small lots

Panellized and trussed for rapid completion, this four-bedroom home sells for less than \$9 per sq. ft. Included in the attractive features of this one-and-one-half story house are one-and-a-half baths, a family-sized kitchen, 9' birch cabinets and back-to-back plumbing.

► New Century Homes, Inc.

Circle No. J297 on reply card, p. 130



Flooring is germ-proof

All-vinyl flooring has been germ-proofed with a permanent antiseptic which kills bacteria. Tile is designed for easy installation, easy maintenance, easy purchase at modest price. This all-vinyl flooring is fungus-proof, mildew-proof and mold-proof, grease and acid resistant.

► American Biltrite Rubber Co.

Circle No. J299 on reply card, p. 130

Blades are extra-thin

A new series of small diameter, break-resistant blades for use on power hand saws can be made as thin as $\frac{1}{16}$ " and $\frac{3}{32}$ " instead of the usual $\frac{1}{8}$ " thickness. The thinner blade cuts faster, wastes less material and is reinforced for strength, rigidity and safety.

► Clipper Mfg. Company.

Circle No. J296 on reply card, p. 130

Pool is installed fast

This pool kit is all that is needed to install the "Buster Crabbe Unitized" swimming pool. Hole is dug and sand is put in and graded smooth. Then sidewalls are bolted together, plastic liner is installed, the pool is filled, and the final backfilling is done.

► Cascade Pools.

Circle No. J298 on reply card, p. 130

Floor leveling jack

Designed for use either in new construction or for remodeling, this floor leveling post has a range of adjustment 4'6" to 7'8". The weight of the assembled unit is 26 pounds, and its maximum capacity, with an adequate safety factor, is six tons.

► Cardinal Foundry and Supply Co.

Circle No. J300 on reply card, p. 130

Three men erect 66 tied arches in only 85 man hours!

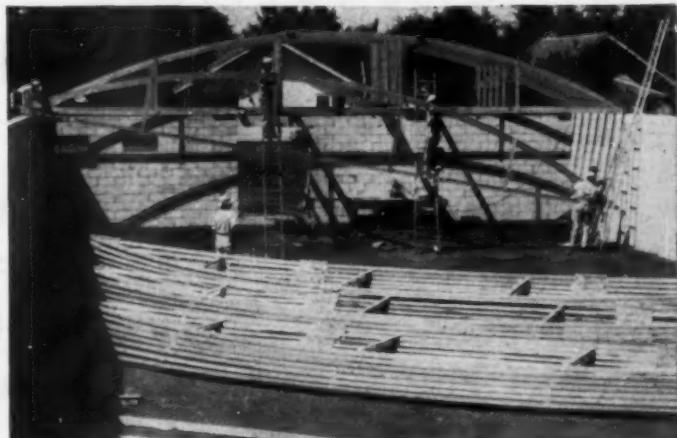
No special equipment or skilled labor used!

"We erected 66 Rilco Laminated Arches with three unskilled men—including arch assembly—in only 85 total man hours on this 46x130' IGA Foodliner in Weatherford, Oklahoma . . . and at only 25% of what we figured steel erection would have cost!" That's the statement by Johnny Klaassen, Weatherford contractor. "They're the best I've ever seen! We found Rilco Laminated Wood Tied Arches are of fine quality and workmanship—strong, rigid and attractive. And no trouble at all to achieve an even roof and ceiling."

"The ease of erecting arches saved time. I used only common labor under the supervision of a carpenter—no scaffolding or cranes."

Rilco glued laminated arches are prefabricated, pre-cut and drilled for hardware furnished. Placed two feet on centers, they offer true level framing for roof and ceiling construction. Write for free data on tied arches.

See our exhibit at the NAHB Show
Space #537, Sherman Hotel



RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.
W811 FIRST NATIONAL BANK BLDG., ST. PAUL 1, MINN.
District offices: Newark, N. J., Fort Wayne, Ind., Tacoma, Wash.

1959 PRODUCT SHOW: BONUS

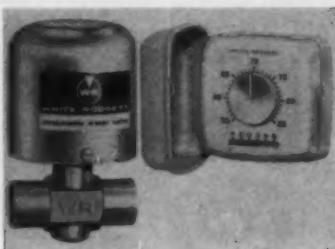


Offer split level prefab

Available for 1959 from the Maryland Housing Corp. is this split level pre-fabricated house. Comes with brick facing and shingles. Company offers a wide range of models including three and four-bedroom homes, both modern and traditional in design.

► Maryland Housing Corp.

Circle No. J301 on reply card, p. 130

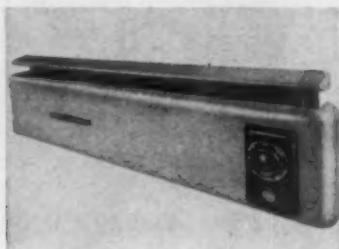


Hot-water heating control

New zone-control package for hydronic heating provides multiple-zone control using only one circulator and one relay. Thermostat and small motorized water valve maintain desired temperature in each zone. Meets FHA requirements for zoning split levels.

► White-Rodgers Co.

Circle No. J303 on reply card, p. 130



Unit is pre-assembled

Compact, pre-assembled electric baseboard requires only one electrical connection to energize and automatically control. Standard lengths and heating outputs give exact heat required. Unit may be mounted in minutes; four screws hold it to the wall.

► Edwin L. Wiegand Co.

Circle No. J305 on reply card, p. 130

Shingles: stained or unstained

The Creo-Dipt Co., Inc., of North Tonawanda, N. Y., presents its new Optional Kolor Plan. They offer red Cedar Pryme-Shakes and Pryme-Shingles with their Fynal-Kote. Also offered: linseed-oil base shake and shingle coatings.

► Creo-Dipt Co., Inc.

Circle No. J302 on reply card, p. 130

Keeps pool comfortable

A gas-fired water heater and boiler, especially designed for pools, is light and compact enough for installation by one man. Cabinet is of heavy gauge steel with baked enamel finish; tubes are copper. The fire brick insulation can withstand 2,000° temperatures.

► Edgewood Mfg. Co., Inc.

Circle No. J304 on reply card, p. 130

Gives cold, rain protection

New easy-to-install metal interlocking weatherstripping gives protection from heat and cold, dust and rain. Features exclusive "Air Lock" which, when installed outside, completely conceals crevice to keep moisture out. Keeps wood from swelling.

► Robert N. Baltz & Co.

Circle No. J306 on reply card, p. 130

POUR CONCRETE ALL WINTER?

Call an expert



your Ready-mix Supplier

... have him tell you why

SPECIAL
WINTERIZED

Concrete

containing **SOLVAY CALCIUM CHLORIDE***
offers you these 6 money-saving advantages ...

- Added safety
- Quicker setting
- High early strength
- Savings in protection time
- Less delay between operations
- Full ultimate strength

*SOLVAY® CALCIUM CHLORIDE speeds, but does not change, the basic action of portland cement. This use of calcium chloride is approved by Portland Cement Association, American Concrete Institute, Calcium Chloride Institute, leading highway departments.



SOLVAY PROCESS DIVISION
61 Broadway, New York 6, N. Y.

SOLVAY branch offices and dealers are located in major centers from coast to coast.

Write for SOLVAY'S
newly-revised 38-page
booklet, "The Effects of
Calcium Chloride on
Portland Cement."



MULLER MACHINES

PLASTER AND
MORTAR MIXERS

5 sizes 2 to 12 Cu. Ft.
Electric or gasoline
Power throwed on
smaller models; disc
clutch on larger



3½ Cu. Ft.
NON-TILTING
CONCRETE MIXER

Drum 36" dia x 27"
wide. B & S Air-cooled
engine 4.5 Hp. at
2700 RPM.



4 BLADED
POWER TROWELS

24", 29", 34", 44" dia.
B & S Air-cooled en-
gines. Clutch and
speed controls on
handle



CONCRETE MIXERS
TILTING TYPE

3, 3½, and 6 Cu. Ft.
(mixed concrete).
Electric or gasoline.
Timken Bearings.



Dealers: inquire about profitable territories now available.

MULLER MACHINERY COMPANY, INC.

Metuchen 4, N. J.
Cable Address: MULMIX

are
money makers
from
every angle

HIGH OUTPUT—You make money on all jobs because these efficient, powerful units do your work quickly, smoothly, profitably.

LOW MAINTENANCE—You save money because these machines can take the everyday beatings of continuous service, under all conditions, with an absolute minimum of attention.

LOW PRICE—You save money initially because no other machines of comparable quality are priced lower than Muller Machines—the best light construction equipment money can buy!

Ask for prices and name of local dealer.

Case Non-Overflow
One-Piece* Water Closet
With Whispering Flush



SELLS ITSELF

- Non-Overflow Safety Feature
- Time-Tested Healthful Height
- Comfortable Body Contour Seat
- Produced in 48 Decorator Colors
plus sparkling black and white

Case®
© AMF

CASE MANUFACTURING CORPORATION
33 MAIN STREET, BUFFALO 3, N.Y.



NATIONWIDE SALES AND SERVICE

COMPLETE KITCHEN

8 cu. ft. Refrigerator

Including

2 cu. ft. Pull-out Freezer Drawer

Choice of White or Natural Wood Grain Finish

Write for full details to

**GENERAL
AIR CONDITIONING CORP.**

Dept. C-14, 4542 E. Dunham St.
Los Angeles 23, California

**GENERAL
CHEF**

1959 PRODUCT SHOW: BONUS



Colonials are low cost

Manufactured homes in the \$10,000 to \$12,000 price range are being emphasized this year by this company. Colonial is the featured style. The homes range in size from three bedrooms to five bedrooms, and from one story to story-and-a-half.

► Place Homes, Inc.

Circle No. J307 on reply card, p. 130



Air cleaner is built in

A built-in Precipitron electronic air cleaner is featured in the new "Kleen-air" furnaces. Up to 97% of all dust and smoke are removed by the unit. Air cleaners are also available in kits for future installation or as independent units.

► Steel City Furnace Corp.

Circle No. J309 on reply card, p. 130



Built-in has non-fog door

Built-in gas range units feature full porcelain interior finish, electric 4-hour clock, thermostat for oven-temperature control and automatic top-burner lighter. Obtainable in satin chrome, white- and colored-porcelain finishes. Easily installed.

► The Stove Works, Inc.

Circle No. J311 on reply card, p. 130

New locking device

Ludman's new Model E Auto-Lok is a patented automatic locking device with a corrosion-proofed torque bar for balanced operation. Made of architectural aluminum, Auto-Lok is tight closing, durable, easy-operating. Easy to install, needs no adjustment.

► Ludman Corp.

Circle No. J308 on reply card, p. 130

Siding pretreated at mill

Palco Redwood siding, manufactured by Pacific Lumber Co., has a new feature. The siding is now being pretreated with Woodlife for moisture resistance. This pretreatment is performed at the mill, immediately after the siding is manufactured.

► The Pacific Lumber Co.

Circle No. J310 on reply card, p. 130

Glass fiber ducts

This prefabricated glass-fiber duct system is made for residential heating and air conditioning. Has the following advantages: it insulates; it has efficient air handling because ducts are round. Available in all standard round duct sizes. Easy to cut and fit.

► Gustin-Bacon Mfg. Co.

Circle No. J312 on reply card, p. 130

**meet the
"MASTER BUILDER"...**
**Berger's '59 model
convertible transit-level**

We call this new convertible the "MASTER BUILDER" because it is designed for the builder who wants big instrument performance—at a moderate price. Added brawn, without excess weight, combines with rotating center (as in engineers' levels), assures accuracy in the "MASTER BUILDER" to meet any construction challenge that might come your way.

Its 3-ft. short focus enables you to work in cramped quarters. Its 22-power telescope will sharply define individual graduations on a rod at greater distances. It gives you unrivaled performance even in poor light. Horizontal circle and vertical arc with double verniers read to 5 min.

Whether you're leveling a foundation, setting forms, plumbing a column or lining up an engine bed, you'll find the "MASTER BUILDER" a profitable experience in time saved. Get behind this new convertible. See for yourself. Write for details.

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

THE BEST IN SIGHT IS **BERGER**
ENGINEERING & SURVEYING INSTRUMENTS... SINCE 1871



Announcing...Dynamic new



Hi-Boy Model



Lo-Boy Model
with Air Conditioning

Counter-Flow Model

Years Ahead Design.

For detailed
information,
send coupon!

WILLIAMSON

SPECIAL SERIES
Gas and Oil Furnaces

- Exclusive Seal-Tite* Design
- Interchangeable... Gas or Oil Fuel
- Factory assembled, wired and fire tested
- AGA Seal of Approval
- Designed for Air Conditioning
- 10 Year Factory Guarantee

A dramatic addition has been made to the Williamson Complete Product Line . . . the years ahead SEAL-TITE* design in a sleek, two-tone decorator gray cabinet for furnaces! These units have real consumer appeal. Engineered for maximum air flow with SEAL-TITE* . . . and, best of all . . . these units are dust tight!

Smaller and more compact per BTU than any other furnace with as many exclusive features!

Complete interchangeability . . . install temporarily with oil and when gas fuel is available, convert to gas with an AGA listed package!

Especially designed for use with Air Conditioning . . . addition of Coil and Outdoor Condenser converts units into a Yearround* Air Conditioner.

ALL UNITS ARE 22½" WIDE

BTU	DEPTH (in inches)		HEIGHT (in inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW
75,000*	25	41	62	44½	65
100,000	29	47	62	44½	65
125,000	32	52	62	44½	65
150,000	35	55	62	44½	65
175,000	40½	—	67	—	70
200,000	45½	—	67	—	70

*Not available for oil fuel

THE WILLIAMSON COMPANY
3320 L-1 Madison Rd., Cincinnati 9, O.

I want more information on the new Williamson
Seal-Tite Special Series Furnaces.

Name _____

Address _____

City _____ Zone _____ State _____



STEEL-X AUTOMATIC BRIDGING

HERE'S HOW STEEL-X CAN SAVE YOU TIME & MONEY!

- Snaps into place quickly! No hammers or other tools needed!
- One down-pull and done! No nails, no sawing, no cutting, no tools!
- Unbelievably low-cost installation!
- Goes in after capping; after all sub-contractors are through!
- Quickly removable for alterations!
- Will not shrink, warp or rust!
- Completely termite-proof! GUARANTEED!
- Home-buyers prefer modern STEEL-X!

Write Dept. AB-1-9 for FREE sample, price and literature.

STEEL-X IS A TRADEMARK OF

TABER BUSHNELL CO.
Metropolitan Bldg., Mpls. 1, Minn.

TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,
tested
and approved

COST
LESS



Extensively used in
government and
private construction.
2½" and
4" ID.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4½" high.
- Extra strength factors.

for
Free

catalog

Write to P. O. Box 719

F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

1959 PRODUCT SHOW: BONUS



"Lighted" house numbers

Impregnation with a fluorescent pigment causes the numerals on the Numalite house-number fixture to be luminous. Fully guaranteed for one year, it is supplied with face panels providing four different interchangeable decorator colors. Available in 14" x 5½" x 1½" size.

► Modern Controls Corp.

Circle No. J313 on reply card, p. 130



Excellent traffic pattern

Kitchen separates dining room and family room in this "L"-shaped pre-fab. House has four bedrooms, two baths. Bedroom closets feature sliding doors. A drop-living room can be reached from dining room or from the entry. Carport, 20'x24', has large storage area.

► Wilson Homes, Inc.

Circle No. J316 on reply card, p. 130

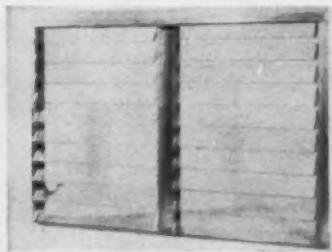


Pool is fully equipped

Baker swimming pool, constructed of gunite, comes equipped with a complete automatic filtration system, white interior finish, water-line trim of tile and precast stone coping. Accessories available may include diving board, ladder, underwater lights and heating equipment.

► Baker Pools Incorporated.

Circle No. J314 on reply card, p. 130

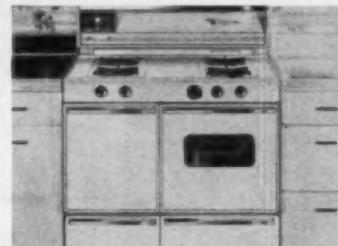


4" glass jalousies

Full weatherstripping at the jamb, head and sill of these jalousies provide a tight seal around the perimeter. Units are assembled with eight self-tapping screws for each unit. Multiple units are fabricated with the continuous head and sill and use a double jamb.

► R. B. Leonard, Inc.

Circle No. J317 on reply card, p. 130



Gas range has "sheer look"

The new "Featuramic" range will be at home in either modern or conventional houses. Features include "Therma-Sim" burners, "Spill-Free" top and "Touch'O Gold" Sof-Glo backguard with electric clock and outlet. There is a completely removable broiler-roaster.

► Brown Stove Works, Inc.

Circle No. J315 on reply card, p. 130



New valve mixes water

When exacting demands require close temperature control of thoroughly mixed hot and cold water, Beacon No. 69 Temperator mixing valve provides constant regulating of water temperature. Easily re-assembled if inspection or cleaning is desired. Available in 3 sizes.

► Beacon Brass Co., Inc.

Circle No. J318 on reply card, p. 130



New bonding agent

"Tile-Weld" is the latest in the line of bonding agents manufactured by Larsen Products. It can be used in four ways to eliminate many tile-setting problems. Added to water and Portland cement, it is more flexible and stronger. Full strength, it eliminates need for lath.

► Larsen Products Corp.

Circle No. J319 on reply card, p. 130

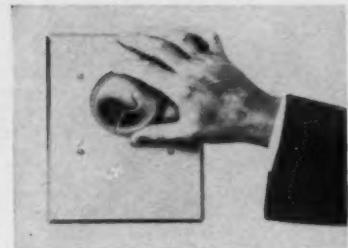


Backhoe digs down 12 1/2'

The model LX Ottawa Backhoe digs to a depth of 12 1/2'. Outriggers, boom structure and mechanism are supported by a strong A-frame. Unit digs and loads at any angle up to 95 degrees right or left from center line of tractor. With all these features LX is lower in cost.

► Young Spring & Wire Corp.

Circle No. J322 on reply card, p. 130

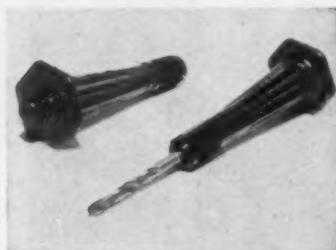


Controls room brightness

Newest Luxtrol light controls handle up to 450, 800 or 1,800 watts and can be installed in standard four-inch stud wall. Designed for fluorescent and incandescent lighting, they use only current needed to produce desired glow. The face can be painted or wallpapered.

► The Superior Electric Co.

Circle No. J325 on reply card, p. 130



Tool does two jobs

A new version of Shure-Set—the R-360—makes it possible to use the tool for both hammer-in work and drilling. With the tool it is possible to fasten into hard materials like concrete, cinder block and mortar and into brittle materials like face brick or tile.

► Olin Mathieson Chemical Corp.

Circle No. J320 on reply card, p. 130



Lifts with ease

Designed for express and pick-up bodies, the Perfection "Minute Man" Model 7-E powered endgate can lift and lower up to 700 lbs. Self-contained, it can be installed on any body of its truck's class. The power controls are connected to the truck battery.

► Perfection Steel Body Co.

Circle No. J323 on reply card, p. 130

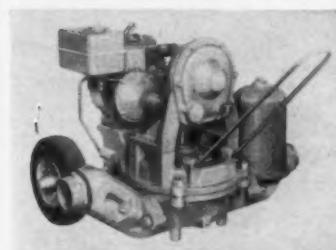


Prevents moisture damage

Where moisture is or can be a problem, this water seal, used under most paints (not water-mixed) on the basic material itself or over all paints, will help protect and preserve the paint finish and provide moisture damage prevention. Assures positive efficient concrete curing.

► E. A. Thompson Company, Inc.

Circle No. J326 on reply card, p. 130



Pump handles solids, sludges

A wheel-mounted diaphragm pump with 3" hose connection has a capacity of 4,300 gal. per hour. Handles sludges and solids that would normally clog centrifugal pumps. Constructed of aluminum alloy, it has shafts and gears made from special "well-wearing" materials.

► Midland Products Co.

Circle No. J321 on reply card, p. 130

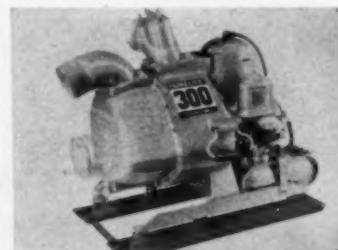


Few service problems

New gas water heater is designed to be installed with a minimum of time and expense and to be as free as possible from adjustment and servicing problems. The new MAGIC MIX stainless steel burner embodies these advantages. It has perfect air adjustment.

► W. L. Jackson Mfg. Co., Inc.

Circle No. J324 on reply card, p. 130



Pump has high capacity

Called the "300" Series, this new gasoline-powered pump unit is designed to deliver high capacity and efficiency at low cost. Features include a fast-starting engine and a manual throttle control that permits matching the speed of the pump unit to the job conditions.

► Homelite Div., Textron Inc.

Circle No. J327 on reply card, p. 130

1959 PRODUCT SHOW: BONUS



Bricks can be nailed on

Clay bricks, kiln-burned at 1800 degrees, come with a flange and holes for nailing. They are $\frac{3}{8}$ " thick, can be applied to any surface equivalent to $\frac{3}{8}$ " plywood. For indoor-outdoor use, they weigh 75% less than regular brick with colors from dark reddish-brown to light red.

► Ludowici-Celadon Co.

Circle No. J328 on reply card, p. 130



"Community" swimming pool

For builders who want a community swimming pool, this steel-reinforced, poured concrete pool will serve from 30 to 3,000 families. Complete package includes filtration equipment, accessories, etc. Available to East-Coast builders only. Price: approximately \$7.50 per sq. ft.

► Sylvan Pools, Inc.

Circle No. J331 on reply card, p. 130

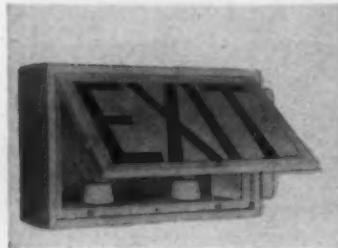


Aluminum porch railing

This new decorative porch stoop railing is made in a standard length of 42". Material is heavy gauge aluminum. House brackets and feet are made of stainless steel. The entire package is designed to be erected quickly and at minimum cost. Is decorative and durable.

► Dornbosc Furnace & Foundry Co.

Circle No. J334 on reply card, p. 130



Exit lights made of Zamac

A new line of surface exit lights are available in which the complete housing, as well as the frame, is of diecast Zamac alloy now on the market. The alloy is strong, accurate, free of porosity and possesses excellent mechanical and corrosion-resistant properties.

► Prescolite Mfg. Co.

Circle No. J329 on reply card, p. 130



Panelling with 2 lives

Lamidall planking is said to have a durable lifetime plastic surface. It is manufactured in random widths (6", 8" and 10") and in standard lengths of 6', 8' and 10'. Available in decorative woodgrained and abstract patterns. Lamidall is easily and quickly installed.

► Woodhall Industries, Inc.

Circle No. J332 on reply card, p. 130



Installation speeded

Fastener Corp's Duo-Fast Hammer Tacker HT-755, driving a heavy $\frac{9}{16}$ " staple, is now being used to speed and simplify the installation of metal lath to studs. This application of the Duo-Fast Hammer Tacker is especially useful for tile contractors. It's easy, less time-consuming.

► Fastener Corp.

Circle No. J335 on reply card, p. 130



Adds texture interest

Fir plywood panels, called AMER-PLY-WOOD, give a three-dimensional effect because of unique "blasting" process. Pre-finished surface is scuff- and mar-resistant, makes them ready for use when received. No sanding or finishing is needed. Panels are 4' x 8' x $\frac{3}{16}$ ".

► Southwood Corporation.

Circle No. J330 on reply card, p. 130

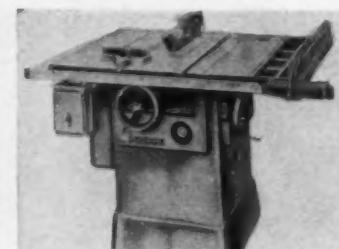


Prefab has flexible plan

Alternate kitchen/bath arrangements are available with all plans of this model, "Tahoe." Choice of a double or single carport or garage, basement or non-basement, three types of siding. Flat or cathedral-type ceiling is possible as choice over living and kitchen areas.

► West Coast Mills

Circle No. J333 on reply card, p. 130



Saw has many assets

The Clausing 10" is a heavy-duty tilt/arbor saw. Features include: heavier construction for positive blade alignment at every height, angle and cutting load. The Clausing also has a $\frac{3}{4}$ " diameter arbor; sealed-for-life preloaded ball bearings; continuous-duty motors—1 to 3 H.P.

► Atlas Press Company.

Circle No. J336 on reply card, p. 130

Reply card, p. 130, for more information

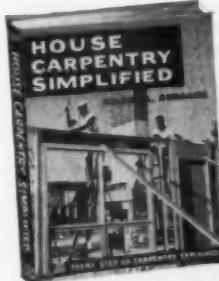
Over 100,000 Copies in use . . .

HOUSE CARPENTRY SIMPLIFIED

By NELSON L. BURBANK
Revised by CHARLES A. PHELPS

Newly published 6th Edition of the book builders rely on. This popular working reference details and illustrates experience-tested methods for handling the most difficult house carpentry jobs with a maximum of savings in time and materials. Easy-to-follow directions throughout plus more than 1,100 drawings. Fully incorporates latest professional information on new materials, equipment, and techniques. Ready Feb. 25.

STEP-BY-STEP COVERAGE of foundations, footings; walls; steps; walks; sills; girder supporting posts and girders; figure loads for house framing; floor joists; floor laying; ceiling joists; framing around chimneys and stair wells; laying out rafters for gable, dormer, and porch roofs; sheathing gable ends and rafters; building cornices; and scores of other items.



• USE IT FOR TEN DAYS FREE

Send no money. Just mail coupon below for your copy of HOUSE CARPENTRY SIMPLIFIED on a 10-day Free trial. If not satisfied, return book and you still owe nothing. If you keep it, entire cost is only \$5.95 plus a few cents postage.

-----Order Your Copy Today!-----

SIMMONS-BOARDMAN BOOKS

30 Church Street, New York 7, New York.

Send me for 10 Days Free Trial HOUSE CARPENTRY SIMPLIFIED. I will either return it in 10 days and owe nothing, or send only \$5.95 (plus shipping charges) in full payment.

Name AB-159

Address

City Zone ... State

SAVE! Send \$5.95 with this coupon and we pay postage
Some return and refund privileges

"WORTH ITS WEIGHT IN GOLD"

King, All-in-One
KITCHEN CENTER
A COMPLETE KITCHEN WHERE SPACE IS VITAL

King, the most honored name in refrigeration, announces a complete line of ALL-IN-ONE KITCHEN-CENTERS.

Model KESSB: Five cubic feet of refrigeration space plus large evaporator holds many pounds of frozen foods. Approximately 8 sq. ft. of shelf area plus 2 inner door shelves. Hermetically sealed to prevent any heat transfer from cooking to refrigeration areas. All mechanism is right up front for easy maintenance. Large 17" x 12" stainless steel sink with ample work surface. Two 1100 watt (110 volt) electric burners equipped with equalizing high speed currents to prevent fuse blowouts. 30" wide, 24" deep, 36" high.

Model KGSSB: Same as above except for 2 full 9000 BTU removable GAS burners. Universal valves for bottled, manufactured or natural gas.

GAS OR ELECTRIC BURNERS

BIG CAPACITY REFRIGERATORS WITH FREEZER CHESTS

FULL SIZE SINKS

STAINLESS STEEL TOPS

Write for brochure and complete specifications of entire line.

Exclusive distributorships available in choice territories.

KING REFRIGERATOR CORP., 76-02 Woodhaven Blvd., Glendale, N. Y.
TW 7-2200
MORE THAN 25 YEARS OF REFRIGERATION LEADERSHIP

moving?

American Builder
should be the first
to know . . .

American Builder
Subscription Dept.

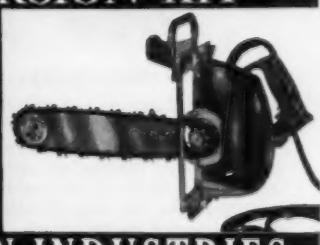
Emmett St.

Bristol, Conn.

CHIP-A-SAW CONVERSION KIT

Convert your portable circular saw to a durable chain saw quickly and easily. 9/16" Chip-A-Saw conversion bar gives a full 18° cut. Rugged construction plus precision engineering means many years of dependable service. Specify saw make, model number and type when ordering. Complete kit only \$34.95 at dealers or direct from factory. Postage prepaid.

U. S. Pat. 2,839,097.



CENATRON INDUSTRIES
5464 Route 99 South, Fresno, California

1959 PRODUCT SHOW: BONUS

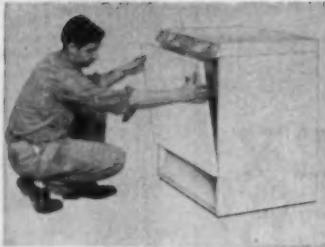


"Flow-Control" caulking

DAP caulking compound comes in fibre and metal cartridges that offer "Flow-Control" feature ending messy, wasteful over-runs. Applies with speed and ease to wood, metal or masonry. This caulking sticks tight—stays elastic to resist expansion and contraction.

► Dicks-Armstrong-Pontius, Inc.

Circle No. J337 on reply card, p. 130



All-in-one heating unit

An all-in-one home heating and household hot-water unit, Mark II, uses either oil or gas. Heater takes up only 4 sq. ft. of floor space. Was designed to match other home appliances 36" high. Easily assembled without the use of tools. More details from the manufacturer.

► National-U. S. Radiator Corp.

Circle No. J340 on reply card, p. 130

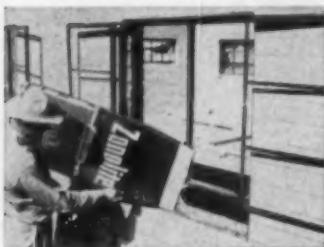


Prefab meets low-cost need

Available in five exterior elevations, this house comes in a basic shell package or in a complete package. Designed to meet the low-cost FHA-VA or conventional market, it has studio type ceilings on a low pitch roof. Ideal for the FHA 203(i) or 203B programs.

► Manufactured Homes, Inc.

Circle No. J343 on reply card, p. 130



Block fill repels water

Water-repellent insulation material for block and cavity wall construction has been specially treated and processed to resist moisture penetration. Manufacturer reports up to 50% reduction in heat transfer through masonry walls. It is packaged for easier handling on the job.

► Zonolite Co.

Circle No. J338 on reply card, p. 130



3 bedrooms, den, 2 baths

"The Glen" is Fairhill's new 1959 all-prefab model house. "The Glen" features three bedrooms, a den and two baths. Fairhill, Inc., located in Memphis, Tenn., designed this model to accent style and to accentuate more space for the money. Other models available.

► Fairhill, Inc.

Circle No. J341 on reply card, p. 130



Ducts are light

Fibre ducts for warm-air heating in slab-on-ground construction are strong, lightweight, easy to handle and level. Ducts fit all standard metal elbows and sleeves. Lengths may be ordered to job size or cut at site with hand saw. These fibre ducts are economical, easy to handle.

► The Richkraft Co.

Circle No. J344 on reply card, p. 130



Across the chimney top

Dura-Vent Tops are scientifically designed to help—rather than to hinder—draft action. Engineered for efficiency, ease of installation, and smart appearance. Made of corrosion-resistant aluminum for long maintenance-free wear, prevents down drafts, clogging from debris or icing.

► Dura-Vent Corp.

Circle No. J339 on reply card, p. 130

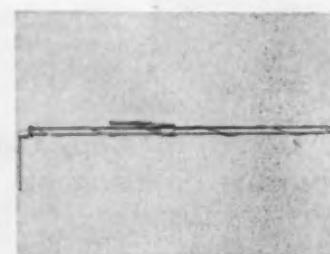


New tractor combination

A tractor combination of special interest to builders is this No. 70 trencher mounted on a Model 550 Industrial Wheel Tractor. For complete versatility, the company's new 558 loader can be added to the rig. Its bucket will lift to a height of 8'6". More data available.

► The Oliver Corporation

Circle No. J342 on reply card, p. 130



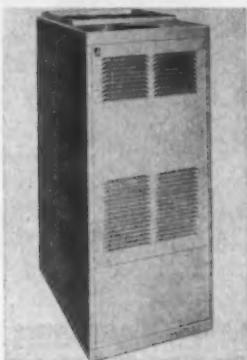
Sash balance is concealed

Quiet-operating "Hidalift" is completely concealed when installed. Fits double-hung windows with or without weatherstripping. Can be easily and accurately tensioned with screwdriver either before or after installation. "Hidalift" is available for many sizes in windows.

► The Turner & Seymour Mfg. Co.

Circle No. J345 on reply card, p. 130

1959 PRODUCT SHOW: BONUS

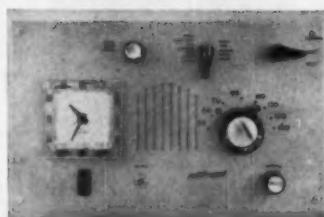


Furnace shipped assembled

Oil-fired hiboy furnaces can be installed in all close clearance locations. Built in 3 sizes from 85,000 to 125,000 btu bonnet rating. Shipped completely assembled and wired with all components installed at the factory. Units finished in Hammertone baked enamel.

► Century Engineering Corp.

Circle No. J346 on reply card, p. 130

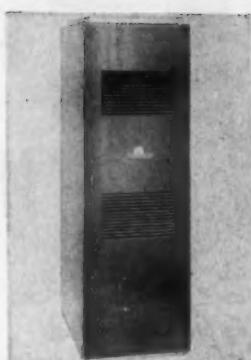


Radio-intercom combined

Clock Master, model SPRI-M11C, a combination radio-intercom system, has a 9½x15½" master size panel; master steel outlet box is 8½x14½ x3¾". The model has an appliance outlet, automatic Telechron electric clock. It can be pre-set to automatically turn on and off.

► Flush Wall Radio Co.

Circle No. J349 on reply card, p. 130



Furnace adapts for A/C

A new series of gas-fired, forced-air furnaces comes completely assembled, wired and enclosed. Series is available in 80,000, 95,000, 110,000 and 125,000 btu input capacities and features extra-large blower capacity for the addition of air conditioning.

► Mayflower Air-Conditioners, Inc.

Circle No. J352 on reply card, p. 130

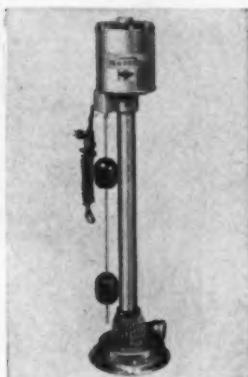


Shellac offered in sprayer

Touching up of knots or worn spots is made easier with this shellac in the form of an aerosol bomb. It can be sprayed on quickly and easily in a matter of minutes, and is completely dry in three hours. Bombs contain 16 oz. of shellac.

► William Zinsser & Co.

Circle No. J350 on reply card, p. 130



Protects switch damage

New bronze sump pump, Pen-Pride, has its switch as an integral part of the motor housing to protect it against damage in shipment and installation. Switch is operated by floats attached to a tough polyethylene rod, a new feature. Pump comes with float and rod in place.

► Penberthy Manufacturing Co.

Circle No. J348 on reply card, p. 130

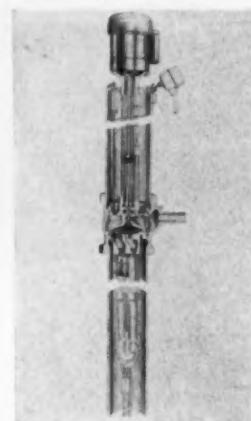


Light outside with gas

A touch of "old-fashioned" charm may be added to the outside of your houses with the "Lampadaire." Provide added night safety by lighting sidewalks, driveway, patio or garden with this traditionally-styled gas lamp. Contact manufacturer for more data on gas lamp-post fixtures.

► Roberts-Gordon Appliance Corp.

Circle No. J351 on reply card, p. 130

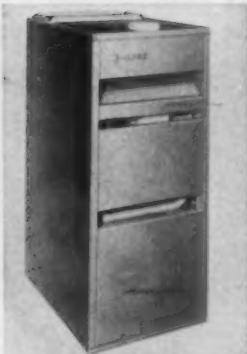


Pitless-pump unit

New pitless pump unit is connected to and forms the upper part of the well casing extending above ground. Known as the Monitor PI, it includes a specially-designed centrifugal jet pump mounted within the casing below the frost line. It is said to meet strictest well codes.

► Baker Mfg. Company.

Circle No. J354 on reply card, p. 130



Winter air conditioner

New Janitrol J-Line gas-fired winter air conditioner—series FVB85—is available in 80,000 and 100,000 btu/hr. inputs with Unidrive blower. Series FVBB85 is available in 100,000 btu/hr. inputs with belt-driven blower. Overall height: 56½".

► Surface Combustion Corp.

Circle No. J355 on reply card, p. 130

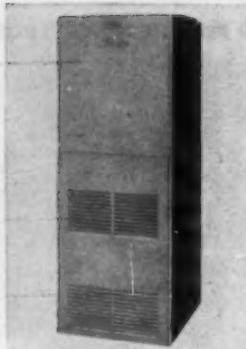


Gives year-round comfort

A new heating system called JET-HEET is based on the principle of the jet aircraft engine. Forced-draft burner assures clean combustion at maximum efficiency. Filtered and humidified air is delivered to each room through flexible duct work.

► Jet-Heet, Inc.

Circle No. J358 on reply card, p. 130



Gas furnace is AGA listed

Columbia "Gem" Counterflow, model CGC 80-100-125, is a forced-air gas furnace for closet, utility room or alcove installation. Approved for one-inch clearance on sides and rear; six inches, front. The model is AGA listed for all types of gases.

► Columbia Burner Company.

Circle No. J361 on reply card, p. 130

Hood has intercom system

The Commun-A-Hood combines best features of ventilating hood and radio-intercom system, is complete with five additional remote speakers, ready for installation. There's a choice of coppertone, white, aluminum, baked enamel finishes. Made in 36" or 42" widths.

► C & H Supply Company, Inc.

Circle No. J356 on reply card, p. 130

Perimeter lighted cabinet

Sliding-door bathroom cabinet in polished aluminum frame features full perimeter lighting. A four-way switch provides more, less illumination as desired. Cabinet body made from one piece of cold, rolled steel. Rust-proofing is done before enameling. Has plenty of storage space.

► National Steel Cabinet Co.

Circle No. J359 on reply card, p. 130

Folding-in shower door

The folding door for showers and tub enclosures fold inward—away from the bathroom. They are made with fully adjustable jambs which compensate for any wall deflection. No waxes, polishes or other surface treatments are necessary as finishes are made permanent by anodizing.

► Beuti-Dor, Inc.

Circle No. J362 on reply card, p. 130

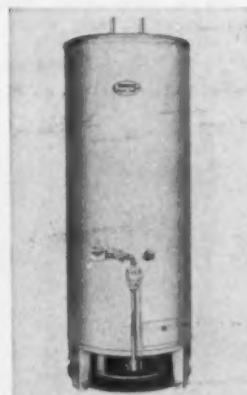


Pressure relief valves

Two new A.S.M.E.-rated self-closing temperature and pressure-relief valves have male-inlet and ¾" female-outlet connections. No. 141S is equipped with lever and short thermostat; No. 141X is equipped with lever and extension thermostat. Bronze construction throughout.

► Watts Regulator Co.

Circle No. J357 on reply card, p. 130

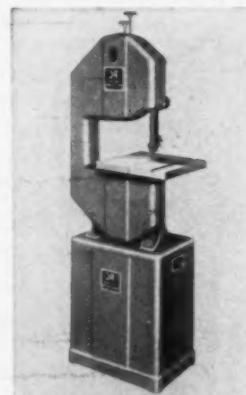


Jumbo copper core heater

Water kept in this 65-gallon automatic gas heater touches only pure copper . . . the metal that never can rust. Pure copper core, heavy steel casing, thick fiber glass insulation, a high capacity and recovery meet "built for a lifetime" standards. Domestic-use version too.

► Trageser Copper Works, Inc.

Circle No. J360 on reply card, p. 130



Saw stops vibration

Model J-114, a new 14" woodcutting band saw, features a heavily-ribbed, one-piece frame—eliminates vibration. Window in upper guard enables operator to check blade tension from front of the machine. Available accessories are mitre gauge, rip fence and rails and lamp.

► Yates-American Machine Co.

Circle No. J363 on reply card, p. 130

Reply card, p. 130, for more information

extenuating
circumstances

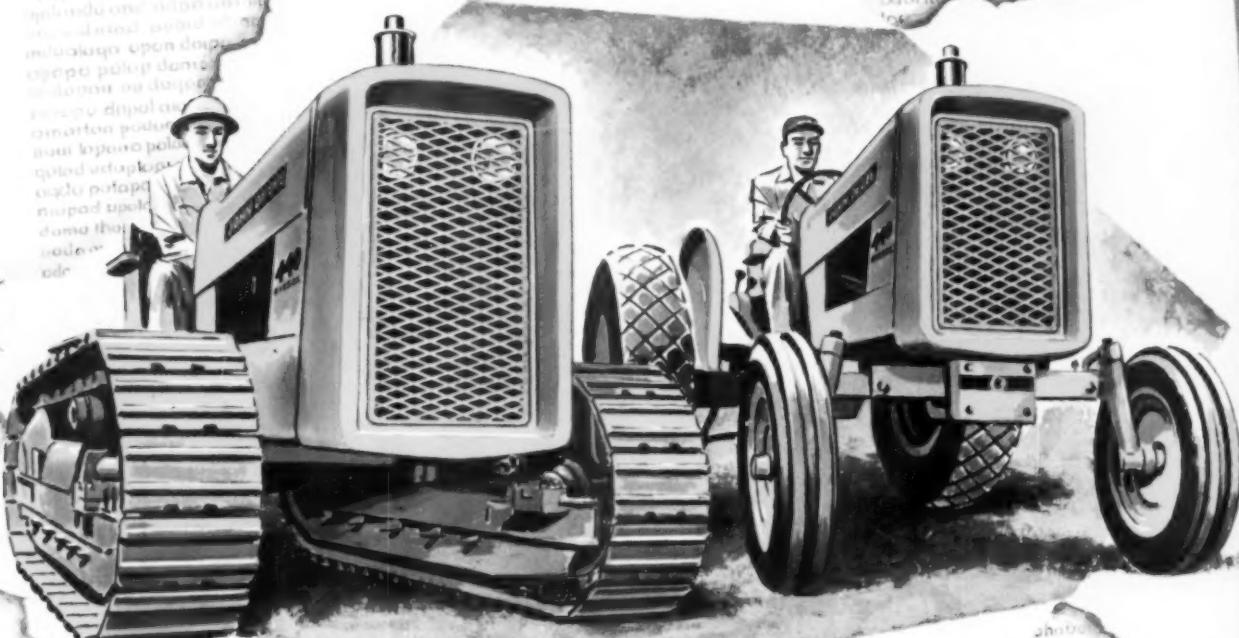
Industrial Bulletin

Verlaine M
LICIA MOO

MORE BIG NEWS FROM JOHN DEERE

New DIESEL Crawler and Wheel Tractors
added to John Deere Industrial Line

TWO NEW BACKHOES ANNOUNCED



**John Deere Setting FAST PACE
in Industrial Equipment**

Ramphus ciliatus (Gmelin)
Birmanie

en el interior del país.

ein analoges Modell einer alten
durch das jüngste Interesse an den
neuen Methoden erweitert.

Fedorov developed a
copper-based catalyst system
containing a copper complex.

**NEW 831 LOADER
READY FOR FIELD**

Now a DIESEL Engine for JOHN DEERE 440 TRACTORS

Bringing you every Diesel advantage Plus 10% MORE POWER!

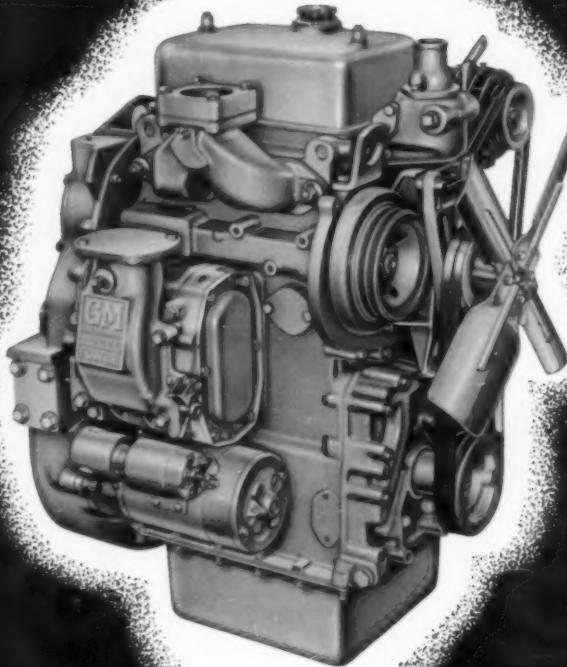
Here it is! The GM Diesel, known throughout industry for its economy, dependability and long service! Power-matched to John Deere "440" Tractors, the engine carries the following specifications:

Design

Engine Type . . . 2-cycle, 2-cylinder
Bore and Stroke . . . 3-7/8 in. x 4-1/2 in.
Displacement . . . 106.1 cu. in.
Compression . . . 17:1

Performance

Rated hp at 1600 rpm . . . 33-1/4
Max. Torque at 800 rpm . . . 100 lb. ft.



"440" Crawler with matching 831 Loader gives you a smooth-working combination for many jobs.



"440" Wheel Tractor with 71 Loader and 5/8-yard bucket does an efficient job of loading.

Diesel power and *more* power—10 per cent more than previous "440" Tractors—give John Deere "440" Crawler and Wheel Tractors extra capacity to take on more jobs—make even greater savings in time and fuel—turn out more work per day.

The new John Deere "440" Diesels provide the extra efficiency of a high-compression Diesel engine—plus the fast response of high-torque Diesel performance. In addition, John Deere Industrial Tractors with GM Diesel engines provide the "fire insurance" of Diesel fuel which opens up new construction and materials-handling jobs to the John Deere "440"—in mines, dockyards, and other confined areas.

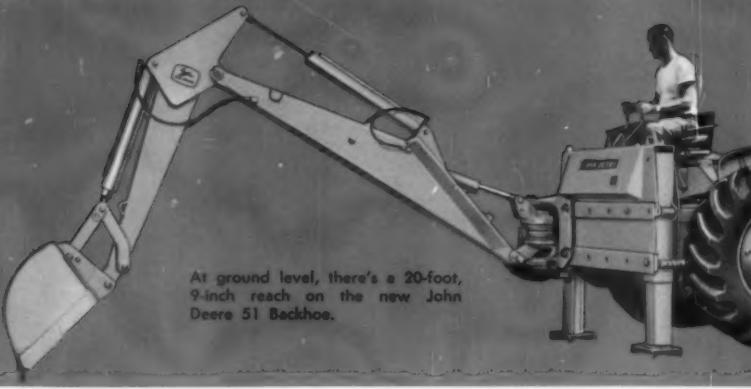
Whatever your reasons for preferring Diesel power, start now—cash in on modern Diesel advantages in a John Deere "440" Crawler or a "440" Wheel Tractor and matched working equipment.

Below: "440" Crawler with 64 Dozer and Scarifier—a favorite unit with builders and contractors.

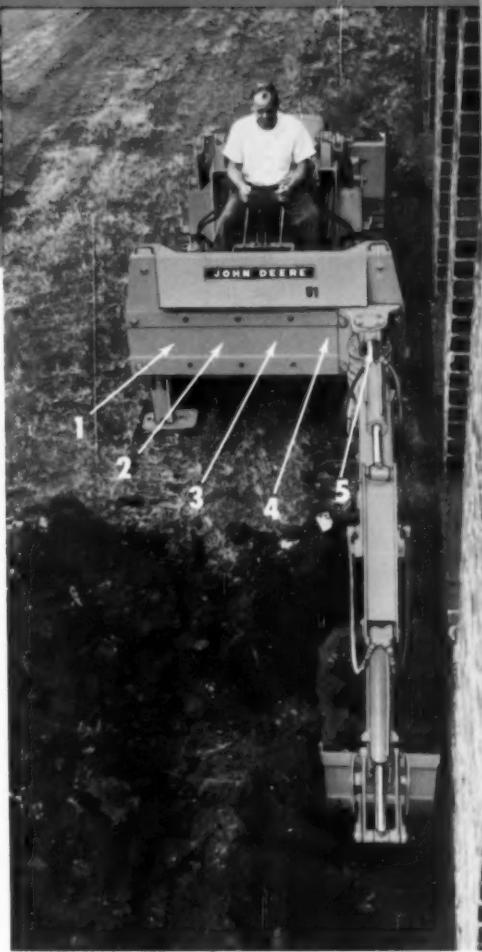


Below: 71 Loader, equipped with blade, tackles a wide variety of work. "440" Wheel Tractor provides power to spare.





At ground level, there's a 20-foot, 9-inch reach on the new John Deere 51 Backhoe.



Introducing the FIRST 5-Position BACKHOE in the Field...

THE New JOHN DEERE 51

One of two great new John Deere Backhoes, the model 51 provides unmatched operating flexibility. Designed to operate from any of five positions, the boom can be shifted with hydraulic power to any position in 15 minutes. One man with a wrench does the job!

In operation, the husky hydraulic cylinders of the 51 provide plenty of "breakout" power for tough or frozen ground conditions. From a working depth as great as 13 feet 6 inches, the bucket rises to a dumping height of 11 feet 9 inches, to load even the largest trucks. Boom swings through a 180-degree arc.

Flush-digging along buildings or fences is simple with the 51 mounted at first or fifth position. Operator has excellent view of both digging and spoil pile. In transporting, end position permits hoe to be folded against tractor to make a compact, well-balanced unit.



Plus...a brand-new center-position BACKHOE

THE JOHN DEERE 50

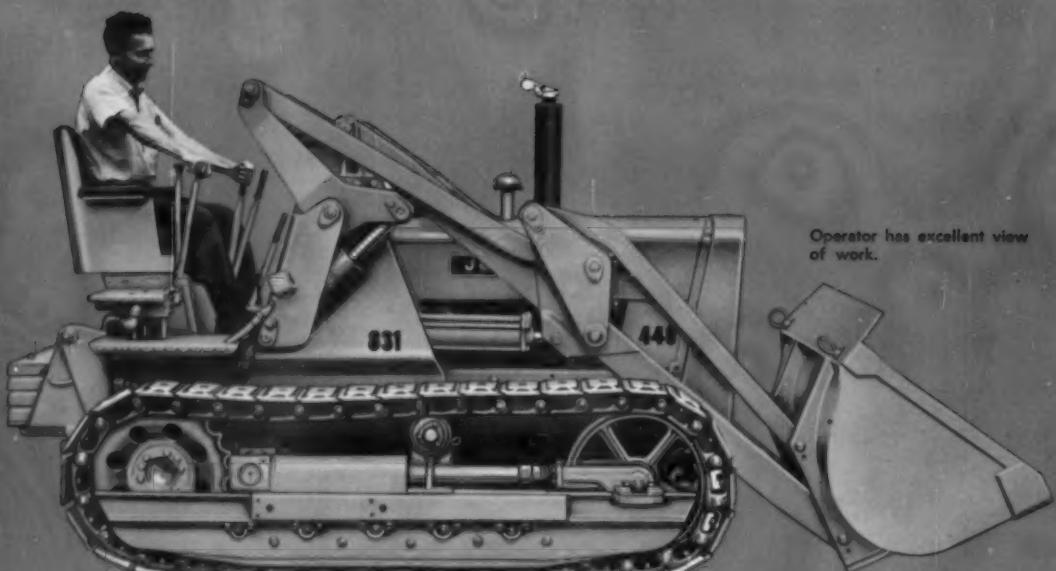
Here's reach and power to tackle any trenching job! Center-mounted boom has a 20-foot 3-inch reach at ground level, swings smoothly through a 205-degree arc by hydraulic power. Just two control levers do the job, while the operator sits in comfort.

Bucket has side-cutting edges and replaceable teeth.

One hydraulic system powers both loader and backhoe.



Working depth of the 50 Backhoe is 13 feet 6 inches.



Operator has excellent view of work.

A new answer to speedy low-cost loading

THE JOHN DEERE 831 LOADER

Take your choice of gasoline or Diesel power, but pick the John Deere 831 Loader for a *new low* in earth-moving costs! High-lift bucket has 7/8-yard heaped capacity, welded cutting edge and spill sheet. Rugged construction plus the husky hydraulic system of the "440" provides pry-out pressure and lifting ability that greatly increase daily work capacity.

When the bucket is dumped from the full-height position, it returns to the ideal 9-degree digging angle by use of the *boom control only*—a great convenience for operators and one of many reasons for the 831's fast cycle time.

In a recent test, the Diesel-powered 831, handling loose soil from a stockpile and working in third speed, filled 20 standard dump trucks in one hour, using only two gallons of fuel.

Check on this new John Deere 831 Crawler-Loader now—start setting your own records for low earth-moving costs!



Bucket has a 35-degree roll-back at ground level for great "breakout" power.



Self-leveling bucket has a full-height dumping angle of 50 degrees.

JOHN DEERE INDUSTRIAL DIVISION Moline, Illinois, Dept.

Please send information on the "440" Diesel Crawler "440" Diesel Wheel Tractor 50 Backhoe 51 Backhoe 831 Loader.

Name _____

Firm _____

Address _____

City _____ State _____



JOHN DEERE
Industrial
Tractors and Equipment

**THERE IS A
JOHN DEERE
Industrial Dealer
Near You...
Ask him for a
demonstration!**

Issues come and issues go, but APRIL goes on all year long

American
Builder

1959
Buyers
Guide

WHAT TO USE HOW TO USE IT WHO MAKES IT

A SIMMONS-BRACKMAN TIME-SAVER PUBLICATION

APRIL - TWO DOLLARS

Directories...

- 1 Catalogs
- 2 Manufacturers
- 3 Products
- 4 Brand names
- 5 Home repair
- 6 Home financing

Technical Data
Sections...

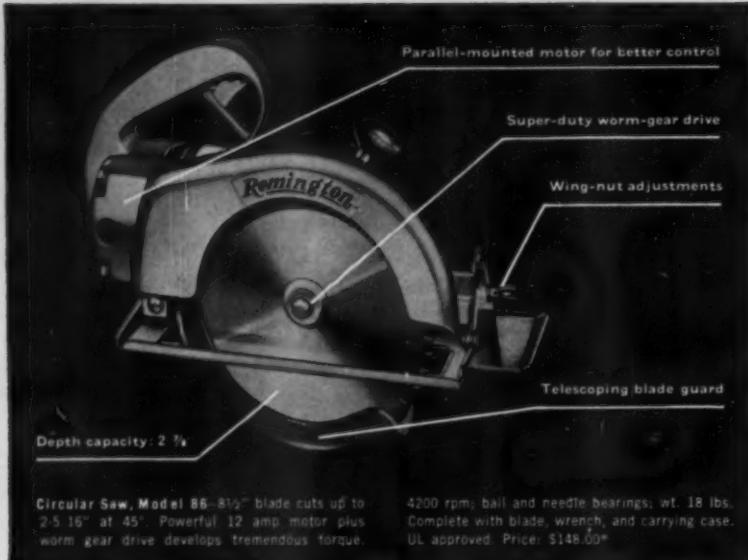
- 7 Site preparation
- 8 Foundations
- 9 Concrete, masonry
- 10 Brick
- 11 Framing
- 12 Siding, shingles
- 13 Windows
- 14 Doors
- 15 Plumbing, water supply
- 16 Cooling, heating, ventilation
- 17 Electrical, wiring
- 18 Floor, wall, ceiling materials

- 19 Materials, supplies
- 20 Hardware, building specialties
- 21 Appliances
- 22 Family furniture, household, home, building products
- 23 Tools, equipment



It hangs right by the builder's phone and order pad. Be sure you're in it — deadline is February 25.

POWER to boost job efficiency with REMINGTON tools



Screwdriver, Model T435R — Reversible by rear toggle switch; adjustable clutch for uniform torque; drives up to #12 x 2" wood screws. Price: \$90.00*



Electric Drill, Model 125 — ½" capacity; 7-amp motor, most powerful in its class; 500 rpm; rugged construction yet lightweight: 8½ lbs. Price: \$73.00*



Plane, Model 3P — Extra-heavy-duty, 3" combination door and surface plane—converts by removing fence; superb balance; 8.4-amp motor. Price: \$170.00*

Remington delivers power, mobility and easy handling to help you cut costly man-hours on the tough jobs. Remington Power Tools are designed and built for extra-long service with minimum maintenance. Your Remington distributor stocks and services the industry's widest selection of power tools and parts.

CHOOSE THE POWER MOST EFFICIENT FOR YOU. REMINGTON POWER TOOLS ARE AVAILABLE IN AIR-ELECTRIC-GASOLINE-DRIVEN MODELS

FREE CATALOG

Send for illustrated catalog showing complete line of Remington Contractor and Industrial Tools with specifications and performance data. Mail the coupon—there's no obligation.



*Prices and specifications subject to change without notice. Prices slightly higher in Canada.

Remington

Remington Arms Company, Inc.
Bridgeport 2, Connecticut
in Canada: 36 Queen Elizabeth Blvd., Toronto, Ont.



Remington Arms Company, Inc.,
Bridgeport 2, Conn. AB-1

Please send—without obligation—your FREE catalog on Remington Contractor and Industrial Tools.

Name _____ Position _____

Company _____

Address _____

City _____ Zone _____ State _____

BONUS PRODUCTS



Incinerator is automatic

The Imperial Calcinator smokeless home incinerator has a timer control that is manually set and automatically shuts itself off. Control valve features: shut-off in case of pilot failure; pilot filter; timer control allowing any number of burning cycles up to 4 hours.

► **Calcinator Corporation.**

Circle No. J364 on reply card, p. 130



Offers no blind spots

The design of this BrikSawMatic masonry saw lets you see what you're cutting at all times. Powered by a 2 H.P. motor, it has a new full-view cutting head and an easy-to-reach recessed crank. The cutting head is always level, ready to cut immediately.

► **Everready BrikSaw Company.**

Circle No. J365 on reply card, p. 130



New design series offered

Called the "West Point," this manufactured home is one of a new series of five basic designs offered for 1959. The new models are designed for the \$13,500 and under market. Each design is available in several different elevations.

► **Thyer Manufacturing Co.**

Circle No. J366 on reply card, p. 130

"Right" on the job!



My **WORK BULL 1001** is **LIGHTNING FAST!**

"Speed makes the difference between a profit and a loss for me!... That's why I say my Work Bull 1001 is 'right' for land development, or any one of a hundred other tough construction-site operations. This Work Bull with its $\frac{1}{8}$ cu. yd. bucket and on-the-job speed works circles around equipment with twice the bucket capacity...and at a fraction of the cost!"

The secret of the Work Bull 1001's speed is its multiple-disc hydraulically actuated reversing clutches that let you change directions instantly by switching your foot from the forward to the reverse pedal...no clutching or shifting gear!

Other profit-making features include power steering; individual turning brakes; "no-blind-spot" visibility; telescoping lift arms with 124" bucket hinge clearance; 43° bucket rollback; and 5,200 pounds of breakaway power! Low pivot points put line of thrust below wheel axle...traction increases in ratio to resistance encountered! Torque converter automatically adjusts power between speed and load requirements. Eight quick-change attachments provide versatility for almost any job, and can be changed right in the field!

Your Massey-Ferguson Industrial Dealer offers a complete Sales and Service program for all Work Bull and Davis equipment. Write for his name and literature.

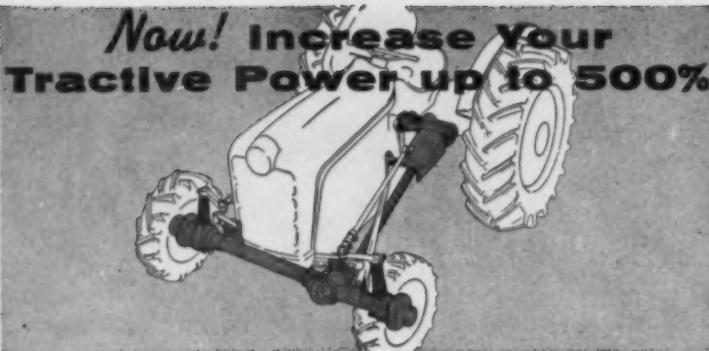


Work Bull 303 "packages" also have instant-reverse... combine the speed, versatility, and economies of a utility rig with the capacity and stamina of medium-range equipment!



**MASSEY-FERGUSON
INDUSTRIAL DIVISION**

1009 SOUTH WEST STREET • WICHITA 13N, KANSAS



with the New Sherman-Napco 4-Wheel Drive

Now you can operate your tractor efficiently regardless of unfavorable ground conditions!

With a Sherman-Napco 4-Wheel Drive, you "get up and go" because you have more positive traction at all four wheels . . . you do many heavy jobs that you would expect only a larger tractor could handle . . . and work is performed quicker.

Because traction is positive, you utilize the full power built into your engine. And tractor life is increased because there is less wear and tear, wheel slippage, clutch slippage and strain.

The Sherman-Napco is engineered specifically for the Ford 600 and 800 series tractors. It is an inexpensive unit that can be installed in a few hours and soon pays for itself.



SHERMAN PRODUCTS, INC., Royal Oak, Michigan
POWER DIGGERS • LOADERS • FORK LIFTS • SOIL WORKING TOOLS • CRANES AND EXCAVATORS

Get a demonstration at your Ford Tractor Dealer or write for Bulletin SP-787.



Double Sliding Window Combined with Picture Window

The Fleetlite Picture Slide combines the beauty and vision of a picture window with the convenience of an operating window. Flanking sliders open toward the center for direct or indirect ventilation. All sash—including the picture window—may be removed from inside for cleaning.

Each Fleetlite Picture Slide is a complete double window with an interior sash, storm sash and Fiberglas screen in an extruded aluminum four channel frame. This double glazing provides a $1\frac{1}{4}$ " insulating "blanket of air" between the sash as a barrier against noise, heat and cold and completely eliminates the need for costly insulating glass.

Factory assembled Fleetlite Picture Slide aluminum windows are available in sizes ranging from 5'0" wide by 2'1" high to 10'0" wide by 5'1" high. Write for catalog. Fleet of America, Inc., Dept. AB-19, 2015 Walden Ave., Buffalo 25, N.Y.

CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.
Rates—\$7.50 minimum for 40 words or less. 15¢ for each additional word.
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only— $2\frac{1}{4}$ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

1200 prime lots within mile of West Virginia State Capitol, in the richest valley in the world. Over \$300,000 has been spent in developing, but will sacrifice collectively—on terms—for \$175 each in order to close out a dissolving corporation. Box #282, American Builder 30 Church St., New York 7, N.Y.

Aluminum awning distributorship for sale in heavily populated, fastest growing area in Florida, also handling many related home improvement items on an exclusive basis. Health necessitates immediate sale of this business. Write Box #283, American Builder, 30 Church St., New York 7, N.Y.

NOW'S TIME for profitable Weatherstripping. Write E-Z-ON-1, 1009 Harvard Terr., Evanston, Ill.

moving?

American Builder should
be the first to know . . .

American Builder
Subscription Dept.

Emmett St.

Bristol, Conn.

BONUS PRODUCTS



Rotisserie control

Hardwick Stove Co. has introduced a thermostatic control for "live-flame" rotisserie cooking. This, the manufacturer says, means that food cooked in its MicroRay meat oven will have improved flavor and more chef-like care than in a conventional oven or broiler.

► Hardwick Stove Co.

Circle No. J367 on reply card, p. 130



Year-round heating-cooling

Gas-fired furnace with bonnet cooling coil are two principal components of this residential year-round heating-cooling equipment. Special features include high capacity—near full tonnage at air-cooled conditions—small dimensions and up-blast discharge.

► The Trane Company.

Circle No. J368 on reply card, p. 130

Moldings to mix 'n match

Prefinished hardwood moldings are made in 7 patterns and 8 finishes. Can be matched with PlyWelsh pre-finished hardwood plywood paneling. Can either be used to match or contrast with various PlyWelsh species and finishes. Come in lengths from 8 to 16'.

► Welsh Plywood Corp.

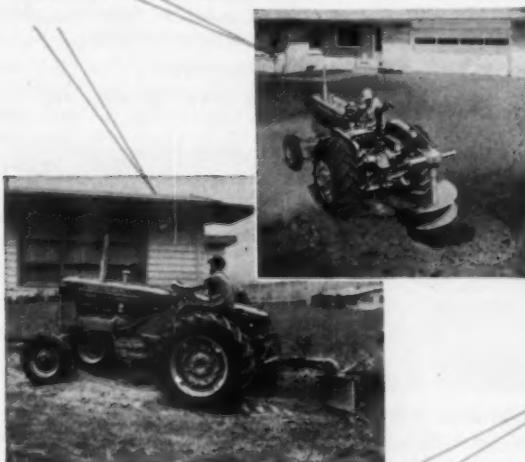
Circle No. J369 on reply card, p. 130



here's how to give home buyers
A BIGGER PACKAGE...AT LOWER COST!



There are tools for every job—loaders, hoes, fork lifts, blades, augers, mowers, rippers, and more!



IT DOESN'T COST TO FIND OUT!

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

JANUARY 1959

(1) Allis-Chalmers utility tractors will get you off to a fast start digging footings, placing septic tanks, trenching for sewers. (2) As the house goes up, they'll speed construction and cut costs by handling construction materials right alongside carpenters and masons. (3) As the house nears completion, they'll handle landscaping, build driveways, put in plantings.

You'll save money because an Allis-Chalmers tractor costs less to operate, less to maintain, gets amazing work output from fuel used. These are facts we're ready to demonstrate!

The new design is different—in a way that makes sense. Clearance is higher, the wheel base longer, the weight placed lower, and you can make a pivot turn within a radius of 8 ft 1 in.

Let us demonstrate an Allis-Chalmers utility tractor on the job—YOUR job! You'll see why you can give a bigger package at lower costs when you own your own D-14 or D-17!

D-14 43-hp, 4,200-lb weight
D-17 63-hp, 5,300-lb weight

ALLIS-CHALMERS

ALLIS-CHALMERS, Utility Tractors and Equipment
Milwaukee 1, Wisconsin

Gentlemen:

Show me more about the new design
Allis-Chalmers utility tractors and equipment.

- I'd like Literature A Salesman's Call
 A Job Demonstration

Name _____

Firm _____

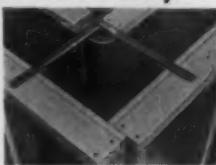
Address _____

City _____ State _____

AB-1

\$ave...

BUILD BETTER CONCRETE FORMS FASTER with ROCFORM SYSTEMS
Here's Why



1. Round corner form eliminates filler strips and results in strong, attractive, rounded basement corners.



2. Patented wall aligners automatically give wall of uniform desired thickness and line up tops of panels.



3. Tapered steel tie rods with special pins hold forms rigidly in place. Can be re-used continuously.



4. ROCFORM metal walers are permanently built into forms. Sections lock together with patented clamps.



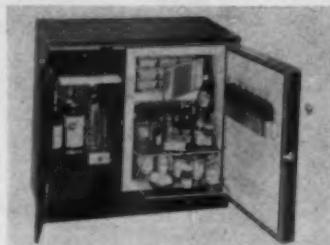
5. Adjustable outside corner clamps allow for a 3-inch variable without necessity of corner fillers.

Step up to Rocform Systems and do better concrete forming jobs—FASTER.

FOR FULL DETAILS WRITE, WIRE, OR CALL:

Rocform CORPORATION
DEPARTMENT AB-5
15160 W. 8 MILE ROAD
DETROIT 35, MICHIGAN

1959 PRODUCT SHOW: BONUS



The complete imbibier

The "Dwyer Maitre D'" is a refrigerator-storage unit—complete for all storage of glasses and what-have-you plus a generous cold-storage space for refreshments. Unlocks with turn of key. 2 ice-cube trays. Length: 39", depth: 23½", height 35¾".

► Dwyer Products Corp.

Circle No. J370 on reply card, p. 130

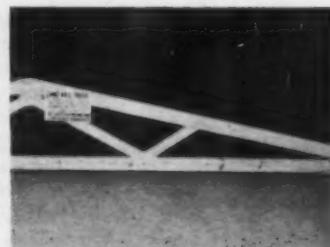


Areawalls in 3 shapes

Lux-Right areawalls are manufactured in three shapes (straight, round and square) and a wide range of sizes. Units are formed of heavy 14- and 16-gauge copper-alloy rust-resisting steel dipped in pure molten zinc to give durability and long life.

► Saint Paul Corrugating Co.

Circle No. J373 on reply card, p. 130



Gang-nailed roof truss

Gang nail gusset plates have replaced the conventional hand-nailed gussets on the roof trusses sold by this prefab manufacturer. The gusset plates are supplied by Gang-Nails, Inc., and the trusses are nailed together with a 20-ton press.

► Lumber Fabricators, Inc.

Circle No. J371 on reply card, p. 130

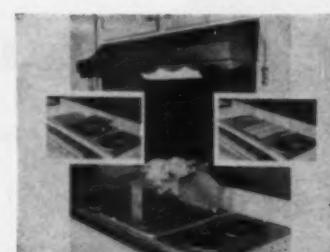


Offer complete prefab line

A complete line of prefabricated structures, ranging from vacation cottages to apartment buildings, is sold by this West Coast concern. The buildings feature the use of stressed skin wall panels of plywood and plasterboard, and roof trusses.

► Loctwall Corporation.

Circle No. J374 on reply card, p. 130



Kitchen barbecue-broiler

A new model "Electric" barbecue-broiler is designed to operate on 110-volt current. The unit is a drop-in type that can be installed in any standard 18"-base kitchen cabinet. Has overall size of 16" wide x 20½" deep. No extra insulation is required.

► Stanthony Corp.

Circle No. J372 on reply card, p. 130



Offer "Magic Lung" venting

This complete line of kitchen ventilating systems features the "Magic Lung" heat exhaustors and grease extractors. Units are available in capacities of from 300 to 600 CFM, and multiple blower units can be installed for greater loads.

► Vent-A-Hood Company.

Circle No. J375 on reply card, p. 130

Reply card, p. 130, for more information

Gasoline, Diesel, or LP Gas—New
Multi-Range 6-cylinder engines for the
International 460 Utility—gasoline, Die-
sel, LP Gas—deliver 61 hp at the fly-
wheel, 48 at the drawbar.



New International® 460 Utility tractor

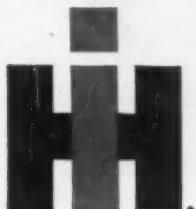
...SMOOTH 6-CYLINDER POWER

with brawn to match!

Add new Multi-Range 6-cylinder power to International's traditional built-in brawn . . . you literally step into a *new world of utility tractor performance!*

Here's sensationally SMOOTH power, virtually vibration-free, to lessen operator fatigue and thus step up daily output. It's *economical* power, because new Multi-Range design delivers remarkable fuel economy at every load range. It's *flexible* power, with instant governor response to load demand at any engine speed from 900 to 1,800 rpm. And it's power, *balanced* with built-in brawn, that delivers over 48 drawbar horsepower for the widest range of heavy-duty utility tractor work.

Ask your IH dealer to demonstrate the new 460 Utility . . . or others in the complete International line, 12.8 to 72.5 bare engine hp. For free catalog, or name of your nearest IH dealer, write International Harvester Company, Dept. PW-12, P. O. Box 7333, Chicago 80, Illinois.



See Your
**INTERNATIONAL
HARVESTER Dealer**

International Harvester Company products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois



Built-In brawn means tractor strength and stamina to handle big buckets on heavy-duty International Pippin or International Wagner backhoes—sizes for trenching to grade 10, 12½, or 13¼ feet deep.



New Fast Reverser Unit speeds up shuttle-type operations. In each of five gears, the reverse speed is 22 per cent faster than the forward speed in that gear.

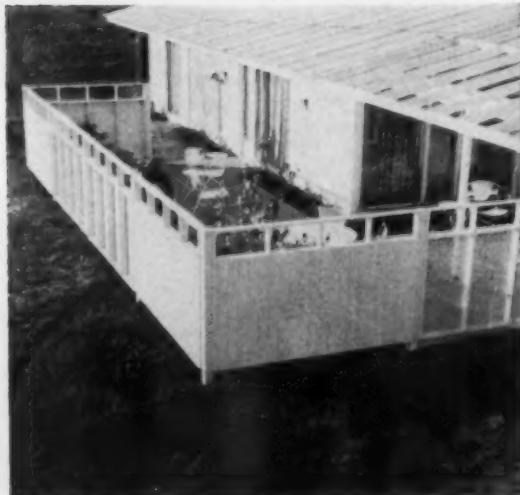
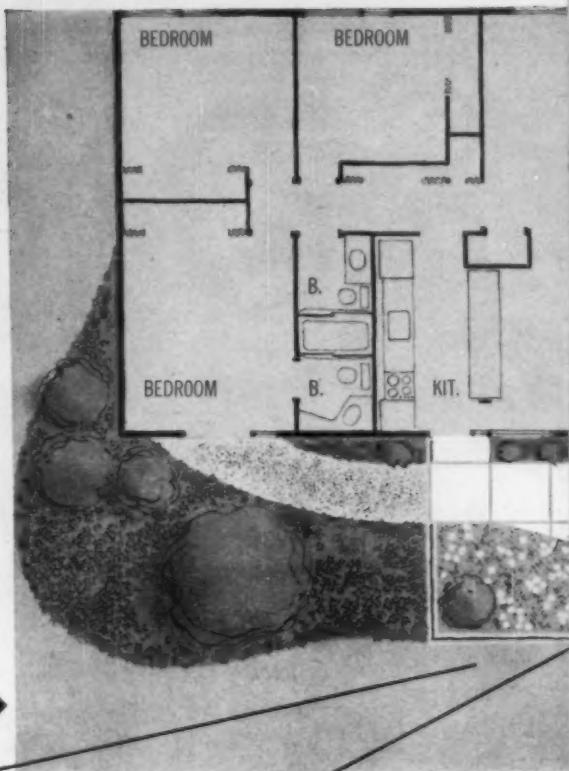
Here's a \$456 landscaping

"Today's" research house in Knoxville, Tenn., is more than just an experimental model. Builder Martin Bartling hopes to build and sell close to a dozen houses like it.

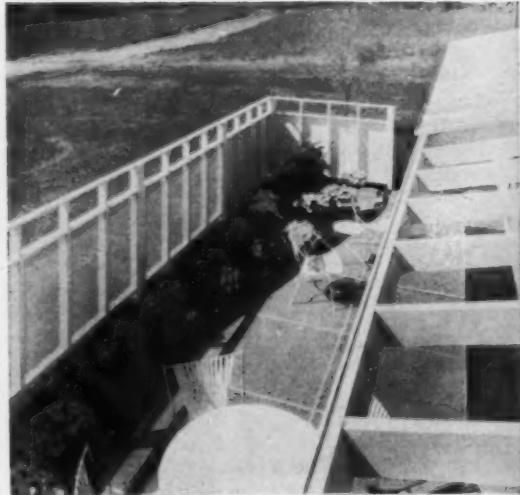
The house's landscaping, therefore, must serve a double purpose: first, it must provide a house setting that will be seen by thousands of buyers and builders who visit the house and by millions of readers of trade and consumer magazines that feature it; and second, it must be economical enough to be part of a readily saleable house package.

Bartling gave the job to his regular landscaper, Tom Faulkner of Faulkner's Mountain View Nursery, Maryville, Tenn. The budget allotted \$450 for the lawn and all planting. Faulkner did the job for \$456.60 and, as the pictures show, more than fulfilled every requirement. The planting is simple and neat and fits the house like a glove. Most important, it dresses up the house so that it looks like a lot more than the under-\$14,000 price tag Bartling plans to put on it.

PLANTING LAYOUT shows how every part of the house that faces the street (beyond the bottom of the plan) is carefully dressed up. Entire lawn was built for an amazing \$126, or approximately 1¢ a square foot.

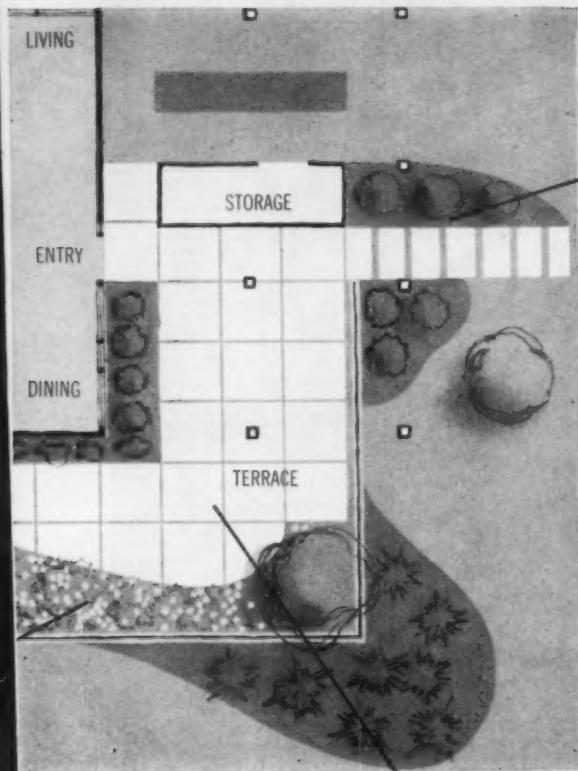


FRONT CORNER of the fence is surrounded by Andorra Juniper. Tree beyond the fence's far side is an Asiatic Elm and beyond it are Dwarf Evergreens at the house corner. Ground cover there is English Ivy.



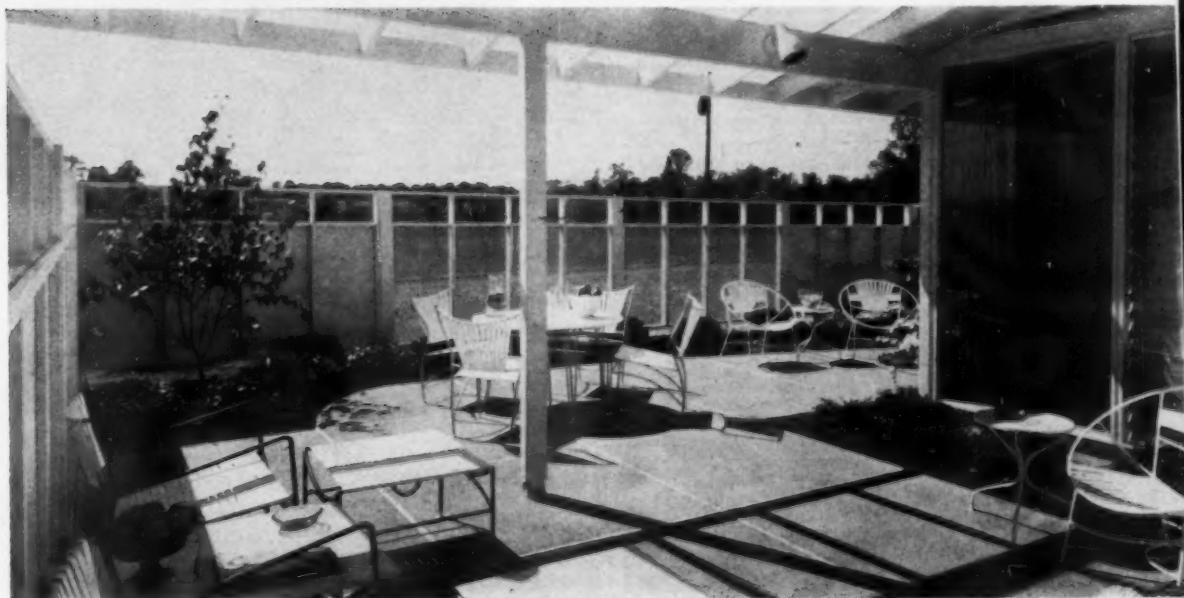
CUSHION CHRYSANTHEMUMS line the inside of the front fence. Shrub in the far corner is a Japanese Holly Grape. Cost of all plants, shrubs, trees and mulch was \$269; labor cost of preparation and planting was \$61.

job that looks like a million dollars



PLANTS on near side of walk are a Spreading Cotton-easter, a Weeping Evergreen Privet, and a Gold Dust Plant. Shrubs beyond walk are Evergreen Privets.

PATIO would do justice to a house twice the price. In the corner of the fence at left is a White Birch; at the corner of the house, under the glass, are Prostrate Japanese Hollys and Round Leaf Hollys.



WHEN YOU WANT COPIES QUICKLY -

- ↓ YOU
- ↓ GET
- ↓ THEM
- ↓ WITH Rotolite



BUILDERS SAY:

"Have been using your Rotolite machine for years . . . It produces prints that are sharp and clear with a minimum of effort. It is certainly convenient to be able to have copies ready for distribution within minutes . . . results are uniformly clean and legible . . . at a cost far less than that of any other reproducing machine"

FOR MODERN COPYING

Lowest cost machine ever developed to reproduce anything printed, written, drawn or photographed on translucent material. Does same job as machines costing many times more. Hangs on wall out of way. Easy to operate.

PRICES—18" \$129.50. 27" \$149.40. 42" \$189.50
f. o. b. Stirling, N. J.

Write for folder using memo below.

ROTOLITE SALES CORP., STIRLING, N. J.

BETTER ESTIMATING IS THE



LEARN TO ESTIMATE

You can become a successful building contractor by learning to estimate construction costs quickly and accurately. Bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?"

WHAT WE TEACH

We teach you to prepare estimates complete in every detail. You learn to read plans, to list and figure the cost of materials, to estimate the cost of labor, and many other things that you need to know to bid with confidence. We will send you plans, specifications, estimate sheets, cost data, and complete instructions. The labor data that we supply is not vague and theoretical—it is specific, complete and accurate. It gives you the actual cost of labor required to do work in your locality at your current wage scales.

OUR GUARANTEE

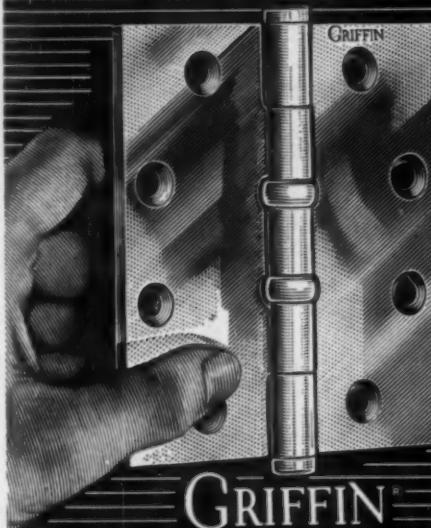
Best of all, you don't need to pay us one cent unless you decide that our course is what you need and want. Study for ten days, and then if you are not delighted, simply return the materials we sent you and there is no further obligation. If you decide to keep our course, send us \$19.75 (payable in two monthly payments). Send us your name and address today and see what our course can do for you.

CONSTRUCTION COST INSTITUTE

Dept. A159, University Station—Denver 10, Colorado



GRiffin HINGES



GRiffin®

For handsome appearance during life-long hinge performance. A full line of top-quality butts in all popular finishes.

Well-built homes deserve fine hardware.
Why not install Griffin hinges?

GRiffin MANUFACTURING CO., ERIE, PA.
SINCE 1899

Break the
monotony of
Flush Doors
with
finely carved

BENDIX mouldings

192 Lexington Avenue, New York, N.Y. MURRAY HILL 6-3395

THE BUILT-IN LINE

Designed with the builder's profit in mind . . . See the Complete

MARTHA Washington LINE

FOR 1959

SPACE—811—COLISEUM
N.A.H.B. SHOW JANUARY 18-22

OVENS—SURFACE UNITS—RANGE HOODS
DISHWASHERS—REFRIGERATOR/FREEZERS
GRAY & DUDLEY CO. — NASHVILLE, TENNESSEE



**More than 15,000
Sherman Power
Diggers—a figure
not even approached
by any other backhoe
manufacturer—have
demonstrated their
capacity to excavate
more economically.
Find out today
how the Sherman
Power Digger
can save you money.**

Write for Bulletin No. 788

Sherman S Products

SHERMAN PRODUCTS, INC., Royal Oak, Michigan
POWER DIGGERS • LOADERS • SOIL WORKING TOOLS • FORK LIFTS
CRANES and EXCAVATORS • FOUR-WHEEL DRIVES



DAYLITE DOMES FOR HOMES

bring natural light
to all interior areas



DAYLITE VENTDOMES

Lifetime acrylic plastic domes, with built-in, powered vent fan. Exclusive tapered design and low silhouette . . . adaptable to all standard roof pitches.



SELF-FLASHING DAYLITE DOMES

Self-flashing Daylite Domes, with 4" flange, require no curb, have sealed air space for extra insulation . . . may be quickly and easily installed in any type residential roof.

Illustrated here are only 2 of Wasco's 6 different types of weatherproof acrylic plastic Daylite Domes . . . specially designed for residential construction and remodeling.

Write today for the name of the Daylight Dome distributor nearest you.



WASCO
PRODUCTS, INC.

CAMBRIDGE 38, MASS.
TORONTO 15, CANADA

Your National Source
for AREAWALLS!

Lux-Right
The NATION'S BEST

STREAMLINED-Straight

ROUND

SQUARE

We make the Galvanized Steel Areawalls you want
All shapes - All sizes - Special sizes too

Three Distinct Grades:

IMPERIAL LUX-RIGHT -
The Nation's Best. Galvanized after Fabrication.

ECONOMY LUX-RIGHT -
For general use.

THRIFT-T -
For low-cost housing.

FOR FULL DETAILS on
types, sizes, heights and
grades, ask your nearest
distributor or dealer, or
write us direct for FREE
illustrated folders. We make
the Areawall you want.
Prompt shipment. And note
this: We Prepay the freight
on twelve units, or more.

Expert Sheet Metal Craftsmen Since 1885

AB

SAINT PAUL CORRUGATING CO.

ORIGINATOR & Largest Producer

SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

TOOLS LIKE THIS

MAKE THIS
TOOL
CATALOG
THE
MOST
VALUABLE
BOOK
FOR
YOU!

\$49.50

without two
sets of blades!

WITHOUT DRILL

MONEY-BACK GUARANTEE!



**FREE COPY
WAITING FOR YOU!**

Write for your FREE Copy of the big
Goldblatt Tool Catalog — most valua-
ble book for you!

1912 WALNUT ST • KANSAS CITY 8, MO.

REPAIR FOR YOUR B&D TOOLS



For genuine Black & Decker repairs check Yellow Pages under "Tools-Electric" for address of nearby Black & Decker

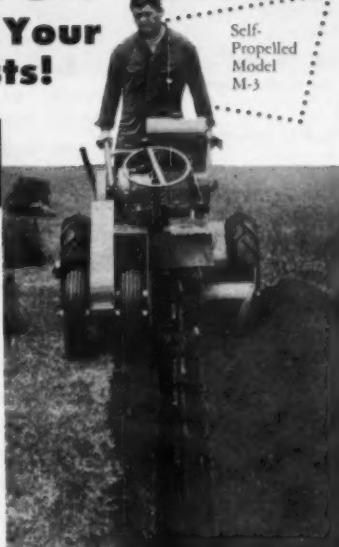
FACTORY SERVICE BRANCH

Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians handle all work • Standard B&D Guarantee at completion of recommended repairs • Fast service at reasonable cost.

Or write for address of nearest of 48 branches to:
THE BLACK & DECKER MFG. CO., Dept. S4201, Towson 4, Md.



CHARLES' DITCH WITCH Will Slash Your Trench Costs!



PRODUCING TRENCH FOR
LESS THAN ANY OTHER
MACHINE OR METHOD . . .
USUALLY ABOUT 2¢ A FT.

APPLICATIONS:
Trench for Foundations
Utility Service Lines
Road Crossings
Undercuts Sidewalks

"If It Can Be Dug,
Ditch Witch Will Dig It!"

SPECIFICATIONS:
Self-Propelled
9.2 HP
3 MPH Mobility
Digs Up to 6 FPM
As Much as 4 Ft. Deep
3-Speed Transmission
One-Man Operation

CHARLES Machine Wks., Inc.

Ph. 404 PERRY, OKLAHOMA

MAIL COUPON OR WRITE TODAY

Chas. Mach. Wks., 605 Birch St.,

Perry, Okla.

Provide information checked; no obligation.

Name _____

Address _____

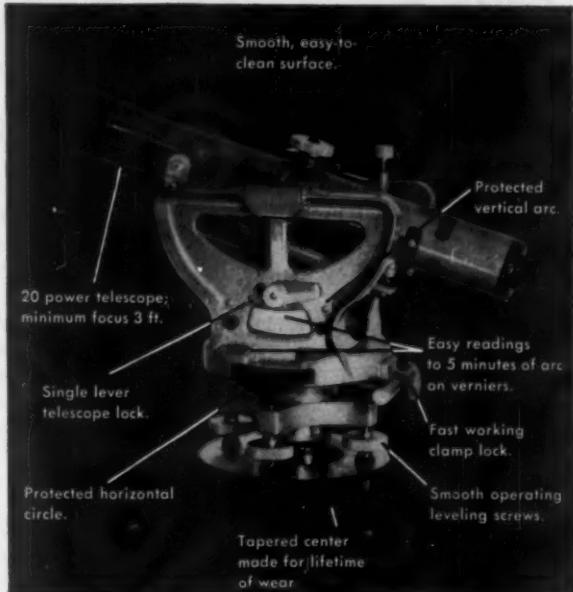
City _____ State _____

Distributors throughout the world sell, rent, and service Ditch Witch trenchers. Contractor's service is available everywhere at reasonable rates. For further information write, wire or call:

Rental
Information
 Literature

Demonstration
Service
 Contractor's
Service

INVEST IN THE BEST



SPECIFY A **K+E**

BUILDERS' TRANSIT LEVEL

Buying a transit level is an investment in your business. And buying a K&E Transit Level is the surest way to get maximum return on your investment. So simple to use yet with built-in precision that will last over years of rugged use, this sturdy instrument will help you lower labor costs, increase efficiency and worker output. Objects can be seen clearly even in poor, inside-building light . . . and you can get sharp focus on objects as close as three feet.

Price: (NP 5155) including new open-dome BOLTARON® carrying case \$208.00

For leveling and reading horizontal angles only, ask for the K&E Builders' Level. Except that the telescope doesn't tilt, it gives you the same fine qualities and service as the K&E Builders' Transit Level.

Price: (NP 5153) including new open-dome BOLTARON® carrying case \$148.00

For further details see your local K&E representative or write to Keuffel & Esser Co., Hoboken, New Jersey.

1410



KEUFFEL & ESSER CO.

NEW YORK • HOBOKEN, N. J.

Detroit • Chicago • St. Louis • Dallas • San Francisco • Los Angeles • Seattle • Montreal

"WHY I SUBSCRIBE TO AMERICAN BUILDER"

American Builder is my ticket to the whole U.S.A.

Every month I open American Builder and "I am there" - in New York, California, Texas, Ohio...

Houses are being planned. Buildings are going up. I see ways to save money - to build in more buyer appeal. I hear answers to problems that have had me and my men stumped.

How do you get all this together for a whole year for the price of a hammer?

- A SMALL BUILDER

Every month I listen to America's best builders

In times like these, you just can't hear too much about what the smartest builders are doing.

What are they selling? How are they selling? How are they cutting costs?

Frankly, I'd be having a hard time holding my profits today if it weren't for the ideas I've been picking up in American Builder.

- A BIG BUILDER

AMERICAN BUILDER, Dept. AB1
Emmett St., Bristol, Conn.

Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... Bill me

Send to: _____

Address: _____

City, Zone, State: _____

MANUFACTURERS PARTICIPATING IN "TODAY'S" RESEARCH HOUSE

(Continued from page 92)

General Motors, Frigidaire Div. dishwasher, refrigerator, garbage grinder, counter range and oven, Cooling system H-Brace, Inc., roof trusses with metal connectors

Higgins Industries, Inc. hardwood tile flooring

Independent Nail & Packing Co. screw-type threaded nails

LIVING for Young Homemakers decoration, furnishings and color styling

McKinney Manufacturing Co. hinges

W. H. Maze Co. nails

Masonite Corp. factory-built exterior and interior wall-panel hardboards

Minnesota Mining & Mfg. Co. floor covering adhesive

Mission Appliance Corp. hot-water heater

Moen Faucet Company faucets

Mohawk Flush Doors Co. factory-built interior Masonite panels and doors

NuTone, Inc., vent fans, chimes, kitchen center

Owens-Corning Fiberglas Corp. combination acoustical tile for kitchen ceiling

Reflectal Corp. Betocel lightweight concrete slab

Rohm & Haas Co. plastic pass-through doors

Sanitoi, Inc., water closet and aerobic sewage-disposal system

Timber Engineering Co. TECO carpent rafter fasteners, Du-al-clip framing anchors

Tube Turns Plastics, Inc., new plastic pipe fittings

United States Gypsum Co. expanded metal fencing, sheetrock wallboard

United States Plywood Corp. plywood roof sheathing

VisKing Co. polyethylene vapor barrier

Wasco Products, Inc., shower doors

Yale & Towne Manufacturing Co. exterior door locksets, bath accessories

American Vitrified Products Co. ceramic-tile heat duct

Amos-Thompson plastic kitchen drawers Columbus Coated Fabrics vinyl wall coverings

Condensation Engineering Corp. Vitroliner prefabricated chimney

Dow Chemical Co. Sarafloy Flashing, wall coverings for kitchen, bath

Durethane Co., Inc. Durethane slab vapor barrier

Easy Laundry Appliances Div., The Murray Corp. of America, combination washer-dryer

Fiberglas Plastics Co. kitchen counter tops, lunch bar and cabinet doors

Frigidaire Div. of General Motors countertop range, oven

Gustin-Bacon Mfg. Co. glass fiber return-air duct

Higgins Industries, Inc., hardwood tile flooring

Independent Nail and Packing Co. nails for roof-panel connections

Koppers Co., Inc., Plastics Div., plastic core wall and roof panels

Luxor Carpet Co. foam-backed carpet

Masonite Corp. new hardboard for interior door faces

Minneapolis-Honeywell Regulator Co. indoor-outdoor temperature control system

Mohawk Door Co. 8' interior doors

NAHB Research Institute Struct-O-Wall structural window-wall panels with Piereson sashless window

National Electric Products Corp. surface-mounted electric raceway in bedrooms

Nibco, Inc., copper plumbing fittings

Nutone, Inc., bathroom and kitchen exhaust fans

O'Brien Corp. interior paint

Owens-Corning Fiberglas Corp. Fiberglas vanity top, window screening

Pittsburgh Plate Glass Co. glazing

Reflectal Corp. Betocel light-weight floor slab

Ruud Mfg. Co. Sanifar Dishcleaner

Simpson Timber Co. Combed redwood batten plywood for exterior wall

James B. Sipe and Co. Urethane coatings, formulated by Mobay Chemical Co.

Square D Company, electrical service panel

The Stanley Works hardware

Truscon Steel Div. of Republic Steel Corp. hollow metal exterior doors

U.S. Gypsum Co. sheet rock gypsum board

U.S. Plywood Corp. Paniflex Bi-Fold closet doors by Rudnick Bros.

RCA Whirlpool Corp. modular refrigerator

Wiremold Co. Plugmold electrical surface-mounted baseboard raceway

The Yale & Towne Mfg. Co. door locksets and bath accessories

MANUFACTURERS PARTICIPATING IN "TOMORROW'S" RESEARCH HOUSE

(Continued from page 80)

Airtemp Div., Chrysler Corp., furnace air conditioner and air purifier

Aluminum Company of America roofing, fascia

American Biltrite Rubber Co. Amtico vinyl floor tile

American-Standard kitchen and bathroom appliances



Plus Values

that are sales clinchers

Every prospective home buyer is interested in getting more for his money. ALWINTITE aluminum windows provide a PLUS VALUE any buyer can see and appreciate. They give houses more sell...build reputations for quality. Their fine workmanship, flash-welded corners, beautiful luster-dip finish, permanent weathertightness, easy, trouble-free operation are all PLUS VALUES that help clinch the sale. What's more, dependable General Bronze stands firmly behind every ALWINTITE product. For latest catalog, address Dept. AB-91.

Gown by Kasper
of Arnold & Fox

ALWINTITE®
by **GENERAL BRONZE**
GARDEN CITY, N.Y.

ALUMINUM WINDOWS • SLIDING DOORS

The Month Ahead

WINTER WONDER-LAND

Have you mapped out your spring and summer building program yet? If not, these cold winter days (in most areas) are the time to plan ahead. Here are some questions to ask yourself:

Do the houses I'm planning incorporate the latest and best in design for the market I'm trying to reach?

Have I developed a system of building which gives me the most efficient construction at the lowest possible cost?

Am I taking advantage of all the merchandising aids available from manufacturers, utilities, etc., that make my selling job an easier task?

Am I using all the time- and money-saving ideas presented in AMERICAN BUILDER each and every month?

Have I alerted my financing sources to what my "money needs" will be?

MPS STUDY TIME

Another profitable way to spend these cold winter days: study up on the new Minimum Property Standards. If you're building under FHA now, it's a "must" to bone up on the new regulations. Even if you don't build FHA now, you might want to later on.

Dateline: Washington, D.C.

February, 1959! What kind of a month will it be? Probably one of the most important months of 1959 for home builders. Congress is sure to be considering housing legislation. And the recent elections indicate there'll be a determined effort to make it easier to build, buy and finance all types of construction.

There'll be a renewed effort to expand public housing, urban renewal and college housing. There'll be a clamor to require the par purchase of certain special assistance loans by FNMA. Also, watch for pressure for a new program for "middle-income" housing with low interest rates and long-term direct government loans.

The Administration is sure to ask for increased mortgage limits on FHA-insured loans and a liberalized trade-in program. VA may move for higher interest rates on its GI home loans. However, Rep. Olin Teague (D-Tex.), chairman, House Veterans Affairs Committee, is quoted as saying that VA "is not going to get an increase in interest through me."

Other expectations: there'll be moves to break up the tie-in between FHA and VA interest rates; to provide FNMA with more funds for its special assistance program; FHA will ask for additional insurance authority.

Opportunities Unlimited

February will find thousands of builders returning home from NAHB's convention with money- and time-saving ideas. If you're not attending, you'll want to read AMERICAN BUILDER's press-time report on what happened in Chicago. If you do go, you'll still find information on meetings you weren't able to attend. (For a preview of "What they'll talk about," be sure to see p. 28 in this edition.) This year's theme: "Opportunities Unlimited."

COMING IN FEBRUARY: What the **home manufacturer offers you in **extra services...merchandising, financing, land planning** . . . Press Time Roundup: "**Opportunities Unlimited**" — What they talked about at the **NAHB convention**.**

STYLE SELLS HOMES—AND THAT'S WHY YOU SEE

KENTILE FLOORS

IN TODAY'S FASTEST-SELLING HOMES!



ONLY FROM KENTILE! *Woven Tones*—the made-with-Vinyl floor with the textured broadloom look!
Color shown is Heather Beige. Others: Mesa Tan, Canyon Rose, Shadow White, Dove Grey, Cactus Green.

KENTILE® WOVEN TONES™— *the Vinyl Asbestos Tile with the Broadloom Look!*

Woven Tones is outstanding proof of Kentile's style leadership in resilient tile flooring. It's a floor that gives you all of broadloom's lush, textured beauty...at one-fourth the cost! Because it's made with Vinyl, it's grease-proof, wears longer, won't burn. It cleans

like a dream . . . and can be used anywhere indoors.

Like all Kentile Floors, **Woven Tones** is competitively priced, economical to install. It's one more reason why prospects say Kentile and Style in the very same breath!

KENTILE FLOORS

AVAILABLE IN VINYL ASBESTOS • CRYSTALITE™
VINYL • SOLID VINYL • RUBBER • CORK • ASPHALT TILE.
OVER 200 DECORATOR COLORS!

FREE! MODEL HOME SALES KIT

Here's what you get: (1) Lawn sign with your development name; (2) Personalized interior signs for wall base; (3) Helpful selling tips and color leaflets for use by salesmen. Write to Kentile, Inc., 5B Second Ave., Brooklyn 15, N.Y., for details.

Introducing the new *National*

No. 380 FOLD
and SLIDE DOOR
HARDWARE

The Smoothest in Movement

Designed for modern interiors. A real space-saving type of door that folds and slides out of the way. More floor area and unobstructed wall space are now available for more artistic placement of furnishings. The installation and operation of this hardware is the ultimate in simplicity.

Noiseless Nylon Pivots carry door weight with ease. Nylon Roller guides the door in the track mounted at the top of door opening.



STEEL GALVANIZED TRACK



Jamb bracket permits use with either wood or concrete floors. No measuring needed to locate bracket — just attach to jamb.



JAMB
BRACKET

Pivot brackets are adjustable, both laterally and vertically, and never need lubrication. Bottom door aligners to keep four panel installations in perfect alignment. All hardware zinc and chromate plated.



ADJUSTABLE PIVOT BRACKETS



GUIDE ROLLER

NATIONAL MANUFACTURING COMPANY

Sterling,
Illinois